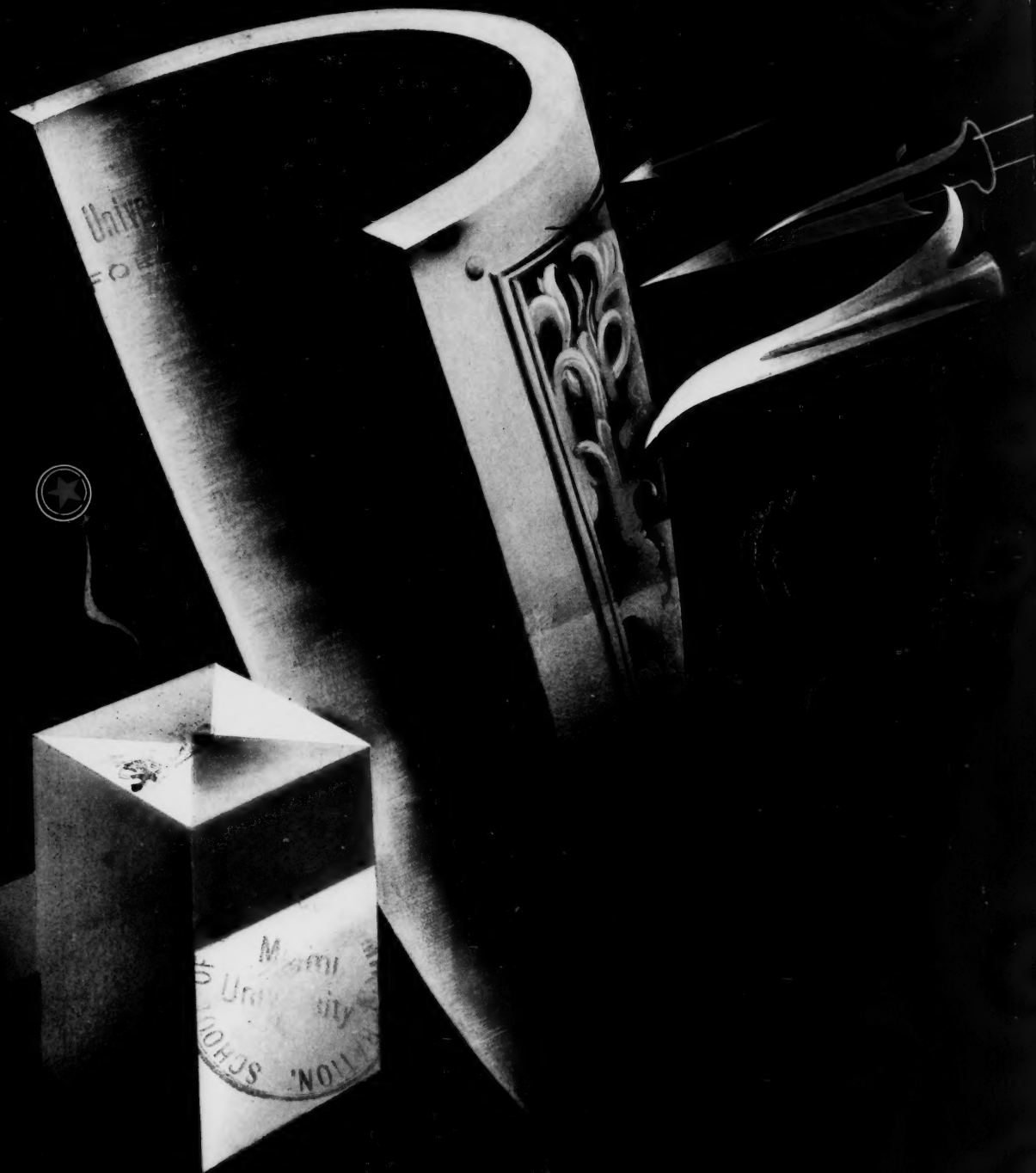


M O D E R N PACKAGING



OCTOBER 1938

Dezime

*"I saw over a hundred men
in American Can's
laboratories"*



● "Sure, that's how American Can keeps ahead in new container developments and in expert help to its customers. I feel a whale of a lot more comfortable, knowing their research is backing us up."



AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.
World's Largest Manufacturer of Metal and Fibre Containers



TOPS

TOWERING 1,250 MAJESTIC FEET above the traffic snarls and din of New York's congested streets and avenues is the tallest structure in the world, the Empire State Building. With 104 floors, 2,000,000 square feet of rentable space, 63 elevators, 6,400 windows, and room for 20,000 tenants and their 15,000 (estimated) visitors, it is a veritable city in the air. The 200 foot mooring mast for dirigible aircraft which crowns its heights is visible fifty or more miles at sea. It is tops! Sealing the finest of food products in glass containers, the familiar clasp band of the Phoenix Compo Cap is visible in every first class food shop in the land. It, too, is tops!

PHOENIX METAL CAP CO.

2444 WEST SIXTEENTH STREET, CHICAGO

3720 FOURTEENTH AVENUE, BROOKLYN

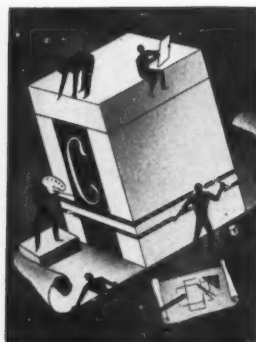
OFFICES—Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco, Los Angeles

MODERN PACKAGING

OCTOBER 1938 • VOLUME 12 • NUMBER 2

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NEXT MONTH

November will bring MODERN PACKAGING'S Designers' Issue—devoted to a study of the problems of the designer, their methods of work and of designer-manufacturer-supplier relationships.

The designers' catalog file which MODERN PACKAGING owns contains the names and record of, we believe, every package designer now practicing in this country. If you are a designer and have never filed this data with us, write now for a form.

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Enclosing circulars in
cartons was expensive in the
"HORSE-and-BUGGY" days

before Redington

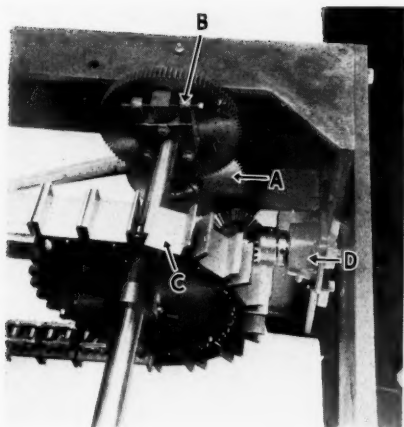


The number of manufacturers who enclosed a circular or some other piece of printed matter with their cartoned product was small back in "the horse-and-buggy" days—before Redington. Hand work was painfully slow, expensive, often wasteful . . . extra packaging steps whose costs were frequently out of proportion to the value of such an enclosure. Yet circulars are

desirable to help sell other products—necessary to explain the use of the product.

Redington recognized this need and pioneered another one of its many "firsts" in automatic packaging engineering . . . a mechanism for folding and enclosing circulars and other printed pieces with the product . . . all on the same cartoning unit.

- and now



Practically all Redington cartoning machines are equipped with a mechanism handling circulars at high speed. Along with the development of circular mechanism and other attachments that are rapidly becoming more or less standard equipment there have been quite a number of *hidden* mechanical and engineering advancements developed to obtain maximum efficiency and precision engineering in the Redington machine.

The photograph at the left shows a section of the Continuous Loading Cartoning Machine. The reducing spur gear drive (a) is used in place of the old type chain drive, creating a quieter, more positive action. The adjustable driving "dog" on the conveyor shaft (b) makes for easy, positive lining up of this conveyor with others on the machine. The carton conveyor pockets (c) are milled from solid bar stock for greater durability. Self-aligning roller bearings (d) are used because they reduce friction, eliminate noise, reduce power consumption.

All these are just *some* of the reasons why Redington machines are noted for their simplicity of design, their sturdiness and accessibility.

F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St. CHICAGO, ILL.

REDINGTON
Packaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING

QUESTION · If you were a buyer of paper, would you buy KVP paper? If so, why?

INTERVIEWS WITH KVP EMPLOYEES

...sure...they're prejudiced.

...but so are close to 10,000 regular customers.

...anyway, these are mighty interesting reasons.

KVP FOOD PROTECTION PAPERS

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT · KALAMAZOO · MICHIGAN

CERTAINLY! BECAUSE KVP SELLS SOMETHING BESIDES PAPER. IT SELLS SERVICE AND PRESTIGE.



Ed Marantette, Shipping Dep't

YES! LOOK AT THAT PRINTING DISPLAY THERE ON THE WALL. WHERE CAN YOU FIND ANYTHING TO BEAT IT!



Bob Black, Waxed Dep't

THAT'S EASY. I SEE TOO MANY SHEETS MADE ELSEWHERE.



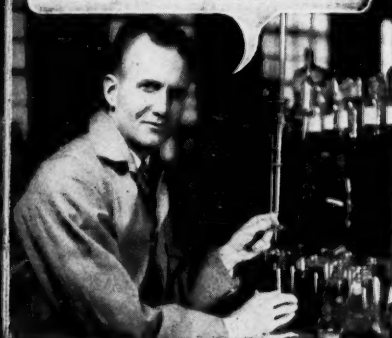
Gladys Borgman, Stenographer

SURE! YOU ALWAYS GET YOUR MONEY'S WORTH.



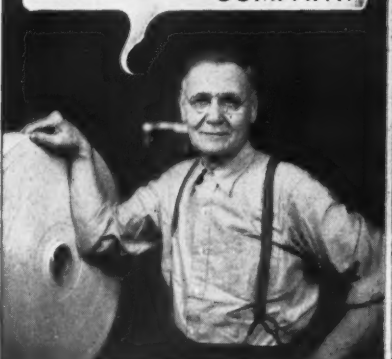
W. G. Turner, Salesman

YES. I KNOW WHAT GOES INTO ALL OUR PAPERS. GRADE FOR GRADE, THEY'LL MATCH ANYTHING IN THE COUNTRY.



Reginald Hurst, Chemist

YES. BECAUSE OF THE REPUTATION OF THE COMPANY.



Robert Stewart, Sup't Paper Mill No. 2

I SURE WOULD! IT'S THE CLEANEST PAPER, AND THE CLEANEST MILL I'VE EVER SEEN.



Ray White, Finishing Room

CERTAINLY. IT'S THE BEST EQUIPPED, BEST MANNED, MOST UP-TO-DATE MILL IN THE COUNTRY.



Harold DeWeerd, Secretary



VELVET PRINT

— :: NO. 55 :: —

This floral box covering, one of the recent additions to Hampden's line of Velvet Prints is now available in many attractive color combinations. Why not avail yourself of our offer to mail you or your box maker large working sheets for trial purposes.

HAMPDEN GLAZED PAPER AND CARD COMPANY - - Holyoke, Massachusetts

SALES REPRESENTATIVES

Chicago, Ill. — 500 So. Peoria St.

Philadelphia, Pa. — 412 Bourse B'd'g.

New York, N. Y. — 60 East 42nd St.

San Francisco, Calif. — 420 Market St.

Toronto, Canada — 137 Wellington St. West

Fred'k. Johnson & Co., Limited

— 234, Upper Thames Street

— London, E. C. 4, England



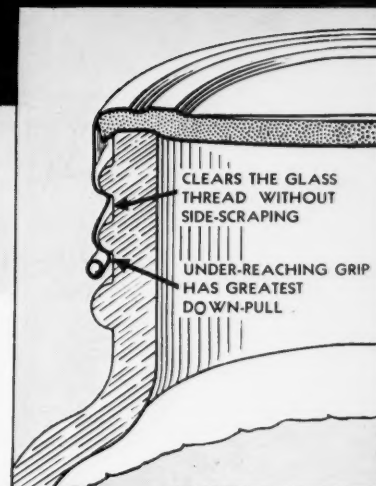
AS IF *GIANT HANDS* PULLED IT DOWN

That's the kind of sealing you get with Crown Screw Caps. And there is a very definite reason for it. Their patented thread formation gives greater pull-down sealing pressure. They seal tighter with the same amount of application force. That means a safer, more dependable seal. ♦ The Deep Hook Thread is patented. It is available only in Crown Screw Caps. For many users it has solved

the problem of obtaining better sealing at no extra cost. ♦ We'll be glad to send you samples of Crown Screw Caps so you can try them on your own containers. Just write and tell us the size you want.

CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers

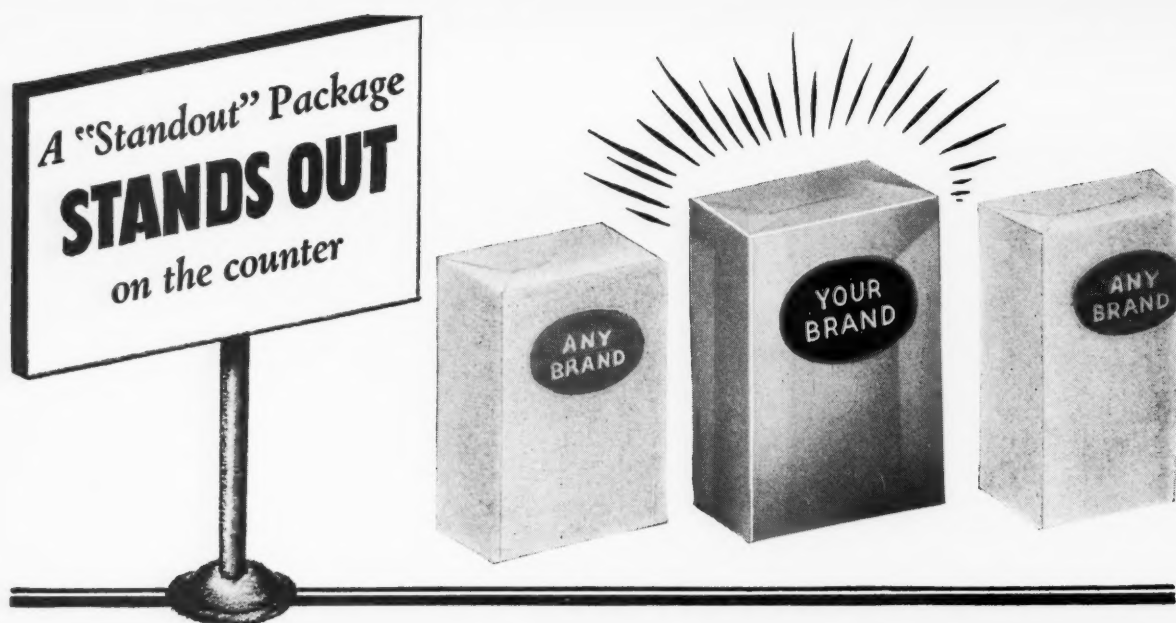


GREATER DOWN - PULL WITH THE DEEP HOOK THREAD

The patented construction of the Crown Deep Hook Thread results in greater down-pull on the cap at just the right place—where it meets the sealing surface of the container. You get constant positive sealing pressure—a safer seal for your product.



CROWN SCREW CAPS



NEW DU PONT MOISTUREPROOF PAPER LACQUER WILL MAKE YOUR PACKAGE A **STANDOUT**

HALFWAY packaging measures just don't go today.

That's why the new Du Pont Moistureproof Paper Lacquer offers you such possibilities!

This new lacquer can step up the beauty, protection and advertising value of your package. Its clear sparkle adds brilliance to colors and label design. It is moistureproof . . . able to keep moisture *out* or *in* . . . whichever your product requires.

And because of this protection, it gives you an extra talking point in your advertising.

But there's more to the story. Du Pont Moistureproof Paper Lacquer can be formulated to resist *alcohol*, greases and other reagents. It is *durable*—hard to mar, scuff or scratch. And it prevents offsetting and

smearing of ink on labels or products which must be packaged while hot.

Because packages and packaging conditions differ so widely, no *one* formula can be expected to deliver the utmost in all the qualities mentioned above. But Du Pont will be glad to make a study of your particular problem and create a formula best suited to your needs . . . to give you the maximum in beauty and protection. Just write:



E. I. DU PONT DE NEMOURS & CO., INC., *Finishes Division, Industrial Sales,* **WILMINGTON, DELAWARE**

**BUILD YOUR SAMPLING
AND PACKAGING AROUND
A KIMBLE VIAL**

and give your package a "PLACE IN THE SUN"!

An enviable record has been achieved by Kimble Glass Vials in the packaging and sampling of world-famed products. Winning a "place in the sun" through the use of the RIGHT package is usually a foregone conclusion when a Kimble Vial is the handy unit container. From Carter's Little Liver Pills to Eastman's Developing Powders — from Crotzer's Bromo-Mint to Simpson, Studwell and Swick's Banquet Cigarettes — from Zonite Products to A. W. Faber Pencil Leads — Kimble Vials have helped materially to establish ever-lasting consumer acceptance and preference.


Put new life in your OLD packages — popularize your NEW packages with the buying millions in record time — by adopting Kimble Vials as your "unit" containers. Distinctive in design, pocket-size and fully annealed, Kimble Glass Vials are available for all modern types of closures — in standard and tailor-made shapes and sizes.

Consult Kimble FIRST — for packages that LAST in popular appeal!



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY VINELAND, N. J.
NEW YORK • • CHICAGO • • PHILADELPHIA • • DETROIT • • BOSTON



If you require
STEEL RULE
for any purpose the
logical source is . . .
HELMOLD'S
the standard for 50
years, due to Quality,
Uniformity, Durability,
Accuracy.

J. F. HELMOLD & BRO., Inc.
1462 Shakespeare Avenue, Chicago

Prote

These
with
itself.

La



*This insert is printed
on a sample of a
LA MONTE
SAFETY BOX BOARD*

Miami University Library
OXFORD, OHIO

Made in grades and weights
to meet all requirements

Both products made by
GEORGE LA MONTE & SON
Nutley New Jersey
MANUFACTURERS OF SAFETY PAPERS SINCE 1871

*This tag
is a sample of
LA MONTE
SAFETY TAG BOARD*



Protect your Packages and Tags against Counterfeiting.

These safety boards are available in various weights and colors
with your own trademark design incorporated in the stock
itself. Available through your regular box or tag manufacturer.

La Monte Safety Papers are also used for • LABELS • BOX COVERINGS • WRAPPINGS

*Note the **DIFFUSION** of the individualized safety design on this side. The diffused design appears on the inside of the box or on the back of the tag and provides an added safeguard against counterfeiting.*

SYLPHRAP*—Sylvania cellophane gives Sanitary Protection to DIXIE-VORTEX cups



THERE are countless uses for Dixie paper cups. Anyone who sells to consumers any kind of food or drinks is a prospect for these modern, artistically designed cups. ¶ The original motive prompting the transparent wrapping of these paper cups was to display the design and color of the cups and to provide individual sanitary

paper service. ¶ SYLPHRAP-Sylvania cellophane, being fully transparent not only displays the texture and design of the cups, but also fully protects them from soil of handling, outside contamination, etc. ¶ This is another of the many services which SYLPHRAP-Sylvania cellophane renders to the manufacturer and consumer alike.

SYLPHRAP is Quality's Best Attire

*Reg. U. S. Pat. Off.

Manufactured since 1929 by

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York Works: Fredericksburg, Va.

BRANCH OFFICES: ATLANTA, GA., 78 Marietta Street • BOSTON, MASS., 201 Devonshire St. • CHICAGO, ILL., 427 W. Randolph St. • DALLAS, TEX., 809 Santa Fe Bldg. • PHILA., PA., 260 South Broad Street • PACIFIC COAST: Blake, Moffitt & Towne • OFFICES AND WAREHOUSES IN PRINCIPAL CITIES • CANADA: Victoria Paper and Twine Co., Ltd., Toronto and Montreal

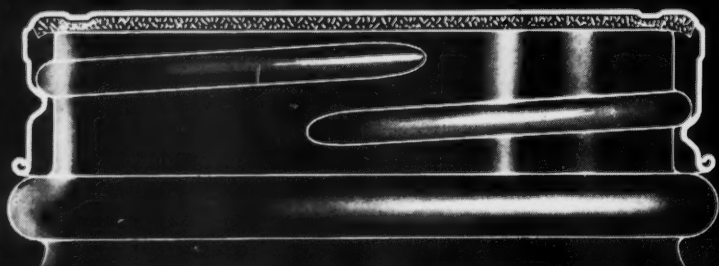


Good Caps! Good Glass!

THE KEY TO SUCCESSFUL
PACKAGE MERCHANDISING



CANDIDATES FOR SALES — A representative group of diversified drug and toiletry products, sealed with Anchor Improved C. T. Caps. Their differing characteristics are evidence of the efficient protection these closures afford; the packages themselves indicating the design possibilities for creating attractive and effective packages, aided and abetted by the good looks of the caps.



THE ANCHOR IMPROVED C. T. CAP

HOME RUN — Anchor's Improved C. T. Cap scores a four-bagger over all other screw type closures . . . reaches first base on its ease of application, rounds second due to the sure, more positive sealing, clears third because of its easy removal, and crosses the plate by virtue of its neater, finer appearance. Many features contribute: the engineered thread with its abrupt start, accurate pitch, controlled length and contour made to conform with the glass thread; the scientifically designed clearances; straight sides; fine knurling . . . are but a few of the improvements that took years of research and experiment to develop. We call your particular attention to the fact that the thread contact is on the *under* side of the glass threads (clearly shown in the diagram above) which makes for sure and uniform sealing pressure, as well as facilitating removal.

PLAIN FACTS — Here we show the different types of Anchor Caps using the Anchor Improved C. T. thread construction — styles for jars as well as bottles; No Knurl Caps with plain tops and without knurling, with either wire edge or in-turned edge; Shellback Caps in circle, star and plain designs; Deep Screw Caps for large containers. Any one of these styles can be had in various sizes and of course need not be plain, but may be coated or lithographed in appropriate designs and colors for greater sales appeal, to provide added advertising value, to carry instructions on use of the product, for providing trade-mark and brand publicity.





PREMIUMS . . . FOR XMAS— Can you visualize a handsomer, more appealing premium than this Anchor Hocking Console Set...only one example of our hundreds of attractive sales-promoting premium items. Plan an aggressive holiday promotion this year—either a gift package that includes your product or a separate premium offer. You'll find Anchor Hocking glassware ideal . . . universally acceptable, impressive in appearance, surprisingly economical.

PLUS 53— The six Square Tablet bottles shown below have 53 brothers . . . a good illustration of the completeness and extent of the Anchor Hocking lines of glass containers . . . built to meet every conceivable need. These square styles, so popular with many pharmaceutical houses, come in 59 sizes in all, ranging from ½ oz. to 64 oz., and are available in either crystal or amber.



AMMONIA OVALS— No ordinary bottles these, even though their shape be standard, for in whatever shape you find Anchor Hocking glassware you can rely on its quality . . . that the glass will be clear and brilliant, that it will be evenly distributed, that the containers will be strong and sturdy, accurate, uniform and dependable.



Anchor Hocking

ANCHOR HOCKING GLASS CORPORATION,
Lancaster, Ohio. CONTAINER DIVISION
ANCHOR CAP and CLOSURE CORPORATION, Long
Island City, N. Y., and Toronto, Can. CLOSURE DIVISION

How
A MEETING IN 1914
 helps you get your
 money's worth in
 advertising space
TODAY



IF you bought advertising space thirty years ago, you will remember how hard it was . . . how frequently impossible—to get information on circulation needed for effective space buying.

In 1914 a group of clear-headed men, tired of deploring the situation, resolved to do something about it. Their meeting resulted in the formation of one of the most remarkable examples of an industry's self-control—the Audit Bureau of Circulations.

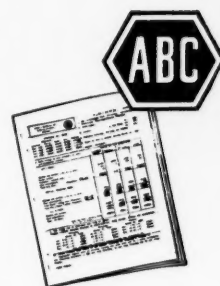
Today, A.B.C. reports reveal and analyze **NET PAID CIRCULATION**—the true measure of advertising value.

A.B.C. reports answer the three vital circulation questions: how much is there? where is it? how was it secured? A.B.C. reports give verified information on the *quantity*, and an important index of the *quality* of circulation.

Before you buy space in any publication, study the A.B.C. report carefully. Know what you're getting. Then buy—and get what you pay for.

• • •

Ask for a copy of our latest A.B.C. report. It will give you quickly and completely the facts you want to know about the circulation of this paper.



MODERN PACKAGING

425 FOURTH AVENUE

NEW YORK, N. Y.

An A. B. C.
Publication

A.B.C. = Audit Bureau of Circulations = FACTS as a yardstick of advertising value



Orange—gay, brilliant and attractive, possesses many of the eye-catching qualities of its color parents, yellow and red. And nature has used this golden hue to give life and vividness to many of her creations... Knowledge of color and the part it can play in designing "packages that sell" is only one qualification of Continental's packaging

experts. Experience in developing the right container for your product, and skill in adapting it to your specific requirements, are factors in which they excel, too... No matter whether your packaging problem involves laboratory research or only container design, Continental's complete packaging service is yours to command. Consult us freely.

ONE OF A SERIES DEVOTED TO THE USE OF COLOR IN PACKAGING DESIGN. COPYRIGHTED, 1938.

Continental Can Company
NEW YORK • CHICAGO • SAN FRANCISCO • MONTREAL • TORONTO • HAVANA



S-s-sh!
We Can't Shout

Though Riegel Papers play an important role in many packaging successes, our part seldom is the one with the big news value. We can't shout about the things we do, for the lion's share of the credit ordinarily belongs to the package designer or to the manufacturer's own organization. But time and again you will find our papers faithfully doing their work as a "silent partner" in successful packages — providing some desired form of product protection, promoting production efficiency, and keeping costs in line.

The Riegel Mills offer the widest variety of packaging papers available from any one source today. Among our 130 different lines, most manufacturers are able to find exactly the right paper for their requirements. Write us your own needs, or request our latest portfolio of packaging papers.

RIEGEL PAPER CORP.
342 MADISON AVE.
NEW YORK

Surrounding products include:
 - Heide 5¢ LICORICE PASTILLES
 - TENDER LEAF Tea Balls
 - Dainty Gell
 - GELATIN STRAWBERRY
 - FIVE FLAVOR MACARONI
 - GARCIA GRANDE
 - POSTUM Cereals
 - TENDER LEAF
 - Kix corn
 - QUAKER PUFFED RICE
 - Taster's Good

EVERY ONE A SUN TUBE

Sun Tubes can be adapted to a limitless variety of products and purposes... sizes, uses and merchandising schemes. Your product, too, may find Sun Tubes a quick and continuing stimulant to sales.



SUN TUBE CORPORATION, HILLSIDE, N. J.

CHICAGO, ILL.
ALEXANDER SEYMOUR
333 N. Michigan Ave.

CINCINNATI, OHIO
G. M. LAWRENCE
1012 Elm Street

LOS ANGELES, CALIF.
R. G. F. BYINGTON
155 N. Vermont Ave.



Corrugated and solid fibre shipping containers

Made by the makers of
GAYLORD FOLDING CARTONS
GAYLORD GROCERY BAGS and SACKS
GAYLORD KRAFT and SPECIALTIES



• New lows in damage claims and shipping losses are being set for an ever-increasing number of manufacturers by Gaylord Boxes. One reason is the Gaylord "Extra Margin of Safety" which is built into every Gaylord Box... for Gaylord specifications and designs are based on the strains of emergencies... not on the strains of ordinary handling.

To create a container for your product, Gaylord master boxmakers study the special protection it needs... the hazards it faces in transit and in storage. No possible emergency is overlooked.

But more than that... before the completed design is entrusted with the protection of your product, it must survive "proving ground" tests more severe than it will ever encounter in service.

Thus when your product travels in a Gaylord Box it is assured adequate protection against damage by the roughest of handling. Check with Gaylord on the possibilities of lowered damage in transit for *your* product. A phone call or letter will bring a Gaylord trained packaging specialist. No obligation.

GAYLORD CONTAINER CORPORATION, General Offices: SAINT LOUIS

There's a Gaylord plant or sales office in your territory

THE NEW HOME OF MODERN PACKAGING



AFTER NOVEMBER 1ST
THE OFFICES OF THE
BRESKIN and CHARLTON
PUBLISHING CORPORATION
WILL BE LOCATED ON THE
26TH FLOOR OF THE
CHANIN BUILDING
42nd St. & Lexington Ave., N. Y. C.



CAPTURING *the* JUVENILE MARKET



CHILDREN are the "reigning monarchs" in the American home. Whether actual purchase is made by children or grown-ups; whether the product is for amusement, nourishment or utility, the package must please these little tyrants . . . Many an excellent product fails to intrigue children because the package has no appeal. Many a brilliant success can be attributed to packages of bright colors and interesting subjects.

A case in point: The "Snow White" and "Mickey Mouse" box wraps made by "U-S" for The Toy Tinkers, Evanston, Ill.

"U-S" can help you, too, to package your products to capture the highly profitable juvenile market.

The upper illustration was reproduced from a Kodachrome direct-color shot; the lower one from a black-and-white photograph (hand colored) with the actual wrappers as color guides. "U-S" is qualified to handle every modern method and has facilities for every modern process.

For Products that Help Sell Your Product . . . Call a Representative from any "U-S" Division

The UNITED STATES PRINTING & LITHOGRAPH COMPANY AND DIVISIONS

HOME OFFICE: CINCINNATI, 328 BEECH STREET

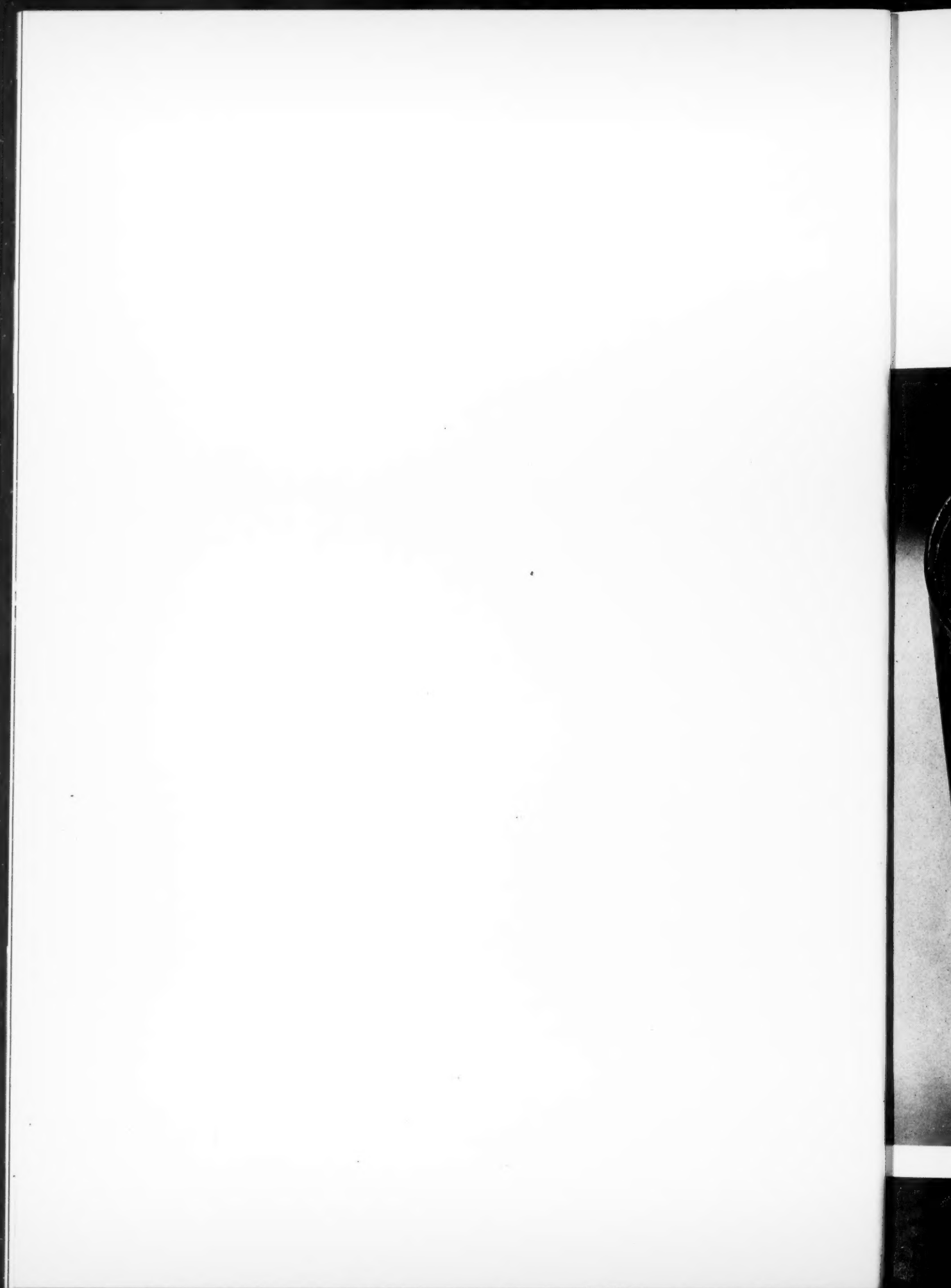
ATLANTA
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BOSTON
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BUFFALO
CHICAGO

SALES AND SERVICE OFFICES:
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CLEVELAND
DETROIT
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- ★ DONALDSON LITHOGRAPHING DIVISION
- ★ ERIE LITHOGRAPHING & PRINTING DIVISION
- ★ PALMER ADVERTISING SERVICE DIVISION
- ★ W. F. POWERS DIVISION
- ★ THEO. A. SCHMIDT LITHOGRAPHING DIVISION



Announcing

A REVOLUTIONARY PACKAGE ADVANCEMENT FIBRE CANS WITH "BUILT IN" CELLOPHANE LININGS!



The lining provides the following qualities:

PRESERVATION: Volatile and expensive flavoring and perfuming ingredients are retained in your product—cannot be absorbed by the thirsty walls of the fibre. Hence, less of these materials need be used in original formulae.

OILPROOF: Products for which the fibre can was never before perfectly suited can now be safely packed in the new "CLEVECO" container.

LINTPROOF: No lint, no fibrous particles can contaminate your product.

SALES APPEAL: The brilliant colors of the laminated liner provide "inside attractiveness" . . . contrasting sharply with the color of your product—accenting and dramatizing its quality and purity.

TASTEPROOF AND ODORPROOF: This new fibre can prevents taste and odor transmission of your product thru the walls of the package.

MOISTUREPROOF: Special constructions provide this feature when needed.

ECONOMY: Best of all—all these advantages are brought to you scarcely adding to costs—and with great savings if until now you have been unable to use a fibre can.



CLOSURES can be obtained either in metal, enameled to match the overall design of your package, or in paperboard with the same BUILT IN Cellophane lining.

Investigate NOW

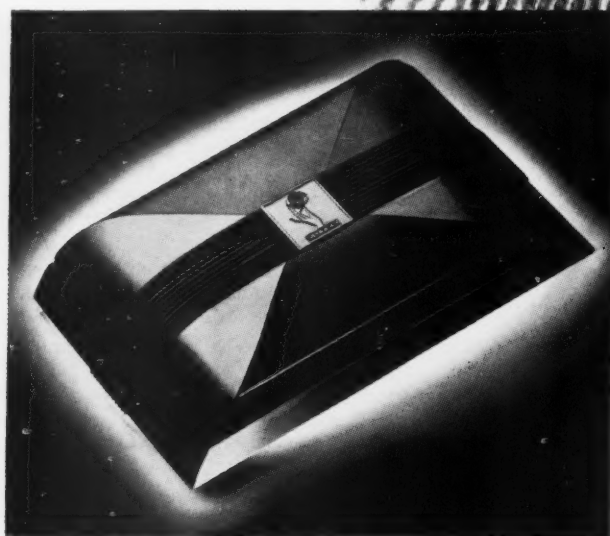
THE CLEVELAND CONTAINER COMPANY

601 WEST 26TH STREET

NEW YORK, N. Y.

Plants:—New York, Philadelphia, Wilmington, Detroit, Cleveland, Chicago, Plymouth, Wis.

Adhesive Div.:—Brooklyn, N. Y.



FINGERPRINT OF A PRODUCT

Successful packages must be distinctive... as personal to a product as a man's fingerprint is to himself.

So in designing containers that will give their products the "fingerprint" of quality, leading manufacturers have turned to Durez.

For with Durez you are free from the limitations of conventional materials. Lustrous color, new contours, molded-in trademark and greater utility—all are possible with this versatile plastic material.

People like molded Durez boxes, jars, tablet vials. They like their sparkle, beauty, and more-for-the-money appearance. So when you consider a package revision, investigate the experience

of successful manufacturers now using molded Durez containers. Write General Plastics, Inc., 810 Walck Road, North Tonawanda, New York.

STRUCTURAL USES TOO—

What Durez has done for packaging it has also accomplished in structural applications—uses as diversified as adding machine housings, radio cabinets, pump impellers, rayon spinners, etc.

"IT'S THE FASTEST SELLER IN OUR LINE," says Cutex executive.

"Ever since we adopted Durez for one of our gift set packages, it's been a record breaker," says M. T. Brekke, executive of the Northam Warren Corporation. "We think the reasons for its success are, first, its distinctive, modern styling (it was designed by a fashion expert) and second, the fact that the Durez package helps to make it an exceptionally good value for the money."

M. T. Brekke

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ONE OF INDUSTRY'S MOST VERSATILE MATERIALS

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Containers! Sampled to prove the
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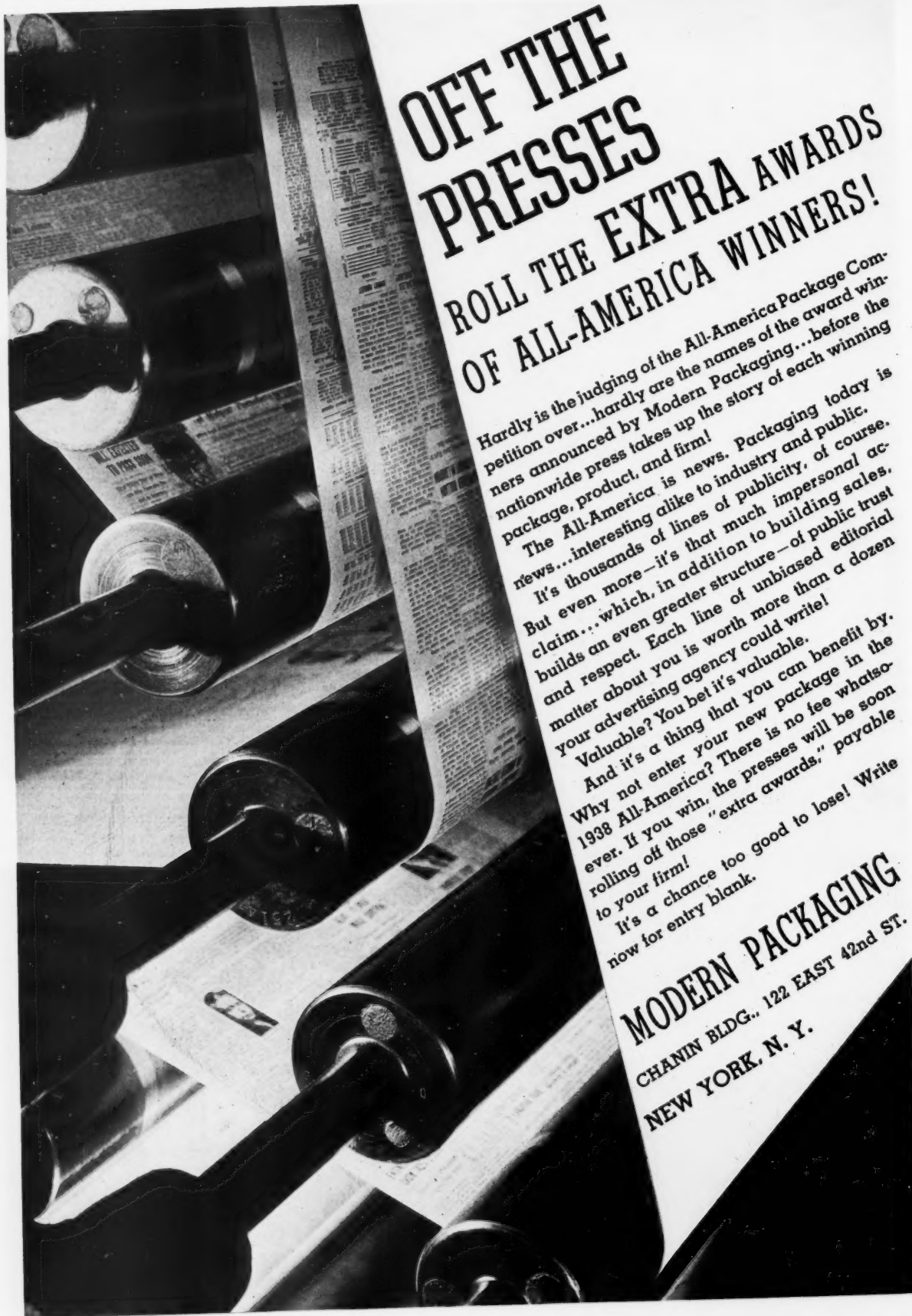
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OCTOBER 1938

19



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MOISTURE-PROOF

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Moisture is a vapor or gas that penetrates fibrous package materials. A dry product attracts these vapors and absorbs the moisture—a moist product releases moisture vapor and becomes dry. Either of these changes can spoil your merchandise.

Producing a printed paper wrap with a membrane coating of Moisture-Vapor-Proof lacquer is a new science. This subject has aroused general interest in the packaging industry and we feel that now is the time for us to boast of being the pioneers in this science, as we have produced millions of SATISFACTORY Moisture-Vapor-Proof wraps.

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MODERN PACKAGING

C. A. BRESKIN, PUBLISHER

A. Q. MAISEL, EDITOR



PROTECTIVE PACKAGING

A survey by the Institute of Package Research

Any study of protective packaging must begin by justifying its own existence—by explaining why any single or specialized department of packaging should be called "protective packaging."

The question might logically be raised "Are not all packages essentially protective?" To which the answer must be of the "Yes—but" variety. For while all packages have one or more protective functions, these functions are usually so taken for granted that attention is laid upon design, merchandising, filling, shipping and other factors rather than on the protective functions considered by themselves. This rounded viewpoint is, of course, a logical one to take since packages must suitably fulfill these other functions, in addition to providing protection, if they are to be successful packages.

Yet, for the purpose of study, it may be well, in a survey such as this, to consider the protective functions alone. Particularly in view of the unusual progress which has been made, in recent years, in providing a

whole host of protections heretofore unattainable or attainable only at prohibitive cost, does this subject become of special interest at the present time.

Consider, therefore, the package exclusively from the viewpoint of protection. We find it capable of affording four general types of protection to a product on its path from the factory or source of supply to the moment of its final consumption by the consumer.

1. Protection against atmospheric and external hazards. Here packages can be designed to give protection against such hazards as moisture, dryness, heat, cold, light, insects, rodents, etc.
2. Protection against "human" hazards—principally counterfeiting, tampering and pilferage.
3. Protection against transport hazards such as shock, breakage, leakage, sifting, dust, grease, scuffing, etc.
4. Protection against the product itself—where the product might react with the package to cause

damage to itself—such as loss of flavor, or to cause damage to the package by grease penetration, moisture penetration or in some similar manner.

It will be seen that these four broad classifications tend, to a certain degree, to overlap. For instance, moisture is an ever present transport hazard to products such as salt or tea when these are shipped on trans-oceanic voyages. Heat and cold, likewise, are hazards which occur during transport.

While many means of protection serve the dual function of protecting the package against the product while, at the same time, protecting the product against external hazards of one type or another, the means of achieving protection against any of the hazards itemized above are many and varied. The packager and package designer are confronted with the problem of solving a series of constantly shifting equations—balancing cost against effect, balancing relative protection against probable hazards—in short, finding a happy medium. For, the one rule that applies to all protective packages and to all means of achieving protection is that there is no such thing as absolute protection.

The packager does not, in fact, desire absolute protection—against all hazards and for all time. He desires, rather, to achieve sufficient protection to carry his product, with a margin of safety, to the point of ultimate consumption. He desires to achieve this protection at the lowest possible cost. In some instances, he may even be ready to sacrifice some small percentage of protection in favor of lowered costs.

To cite a single instance: No one would pretend that the ordinary corrugated container provides complete protection against every possible transport hazard. What it does provide, however, is a *maximum of protection consistent with cost*. True enough, some small percentage in any million corrugated containers will break, leak or become damaged by rain, snow or other hazards. But the cost of providing a container that would defy these hazards in all instances is far greater than the loss now occurring when the present types of containers are utilized and thus most manufacturers find that the corrugated shipping container offers sufficient protection, consistent with cost, for their purpose.

The degree of protection required varies, of course, with the nature of the product handled. Products designed for human consumption require far greater protection than, let us say, ordinary fertilizers and hence manufacturers must climb far higher up the cost ladder to achieve such protection. Pharmaceutical products require still greater protection. These packages probably average a higher unit cost. The apex of such protective packaging might be considered to be the elaborate lead boxes used to house radium—packages of extremely high cost, which are justified by the extreme need for protection.

In the everyday fields of mass production, the same situation exists. Thus the small baker frequently finds that a single wrap provides sufficient protection for his

bread because he doesn't ship over a large area and because his product is usually sold out, without carryover, in a single day. On the other hand, double wraps are essential to many bakers to make certain that breads will stay fresh an extra day or two.

Often the degree of protection desired is determined by the nature of the product packaged or by the size of the unit which is packed. Thus when butter is wrapped in $\frac{1}{4}$ -lb. units, a 25-lb. vegetable parchment is frequently found sufficient. The regular 1-lb. package however—requiring greater and longer protection—will usually be wrapped in a parchment of 20 per cent greater weight. A 1-lb. lard package, in turn, calls for a 40-lb. specially designed lard liner parchment and vegetable shortenings, requiring even greater grease resistance, frequently use a special 43-lb. parchment sheet.

Obviously, confronted with situations such as these, the designer and the packager may be excused a certain amount of confusion. Such confusion is all the more heightened by such indiscriminate terms as moisture-proof, vapor-proof, odor-proof or what you will. The packager might, as his first approach toward protective materials, begin to ask, "How moisture-proof? How vapor-proof? How this, that or the other proof?"

Often, indeed, neither he nor the supplier will be able to achieve the answer offhand and the problem becomes one for mutual cooperative effort between the staff of the packager and of the supplier or suppliers. Determination must first be made of the degree of each type of protection desired. This will depend, in part, upon competitive conditions, in part upon Government regulations, in part upon the price structure of the package's market and other similar factors.

With this determination as a starter, the packager must evaluate the various means available of achieving each form of protection. He must weigh these in terms of cost, of margin of protection, of loss of other protections, of effect on other package factors such as convenience in use, display features, identification features, convenience in handling, etc. Only after this complicated series of evaluations has been thoroughly completed can a determination be made as to whether any particular type or form of protective material or device shall be utilized.

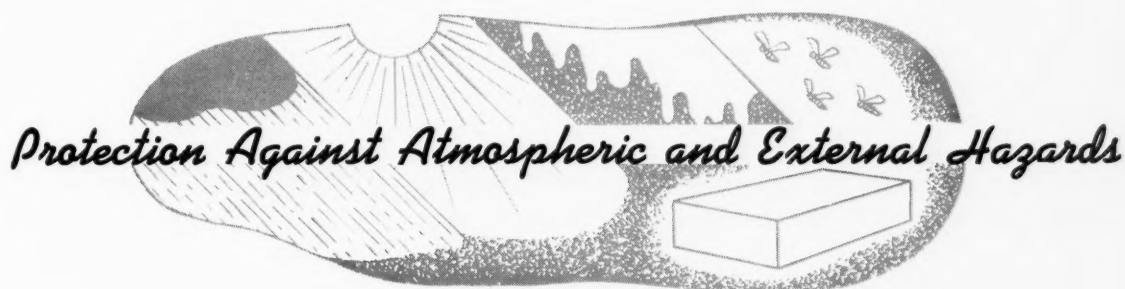
On the pages which follow, we attempt to survey some of the most widely used means of securing protection against various hazards. The reader will quickly discover that no attempt has been made to cover every means of securing protection. Many of these means are of so specialized a nature as to prove of little or no general interest. Some others are so generally accepted as to require little or no comment. Nor is any attempt made to discuss every possible variation of any given protective packaging material, nor to list and discuss every possible application.

The reader should, therefore, remember that the picture is painted in broad strokes, that specific detail is used only to illuminate the general picture and that his own problem—whatever it may be—must always be treated as a specialized problem, requiring for its solu-

tion no pat formula, but the careful cooperation of material suppliers with his own packaging and plant engineers and designers.

The illustrations and case histories which accompany this survey should likewise not be looked upon as an all-inclusive group. Many of the best examples of protective packaging do not lend themselves to photography since the protective quality of the package is not apparent to the camera. In many other instances, space limitations preclude the illustration of various types of protective materials. Those which are illustrated, therefore, should be considered only as novel examples of protection or as forms of protection which can best be explained through the eyes of the camera.

It should also be remembered that the term protective packaging is used in this survey in a restricted and limited sense to connote protection against the four types of hazards previously listed. Another type of protection, for which the term protective packaging is likewise utilized, is that afforded the packager by the package designer and the legal expert who, working together, are in a position to devise means of protection against legal entanglements. Such "protective packaging" covers anticipation of the requirements and the rulings of regulatory bodies, Federal, state, and local as well as protection through the design of the package against loss of trade mark rights, unfair competition and imitation of trade marks, packages, color schemes, etc.



Moisture Resistance

Perhaps the greatest among such hazards in its destructive effect upon packaged products and upon packages themselves is the element of moisture and its counterpart, dryness. Certain products must be protected against atmospheric moisture which, if permitted to seep through the walls of the package, would adversely affect the usability of the product or its appearance. Thus such hygroscopic materials as salt become caked when damp and can be used only with the greatest difficulty.

In other instances, the moisture content of the product must be held to a relatively constant level. Here the moisture-proofing function of the package is a two-way function. It must retain such moisture as is present in the product at the time of packaging and must prevent the entrance of additional moisture with resulting deteriorating effect. An instance of this sort would be in the packaging of pipe tobacco where excessive moisture is only less of a nuisance than excessive dryness.

In still another case—such as that of cold cream—the problem is completely one of moisture retention and the function of the package is to prevent the drying out of the product prior to use.

In still other classifications, the moisture resistant package must possess resistance to only a limited degree. Thus in the packaging of certain breakfast foods, it is found desirable to pack the food in a very dry condition since this facilitates the filling and weighing operations and prevents clogging of the filling spouts and hoppers. However, in order to bring out the finest flavor of the

product, it is desirable, prior to consumption, to pick up a certain limited quantity of moisture. For a package of this sort, true moisture-proofness would be disastrous. What is actually desired and attained is a control of moisture passage through the walls of the container, within certain desired limits, so that the product tends to reach the consumer under ideal conditions.

Virtually complete moisture-proofing can be achieved through the use of sealed metal containers or glass containers, equipped with tight closures. Vacuum packing in either case will tend to eliminate even the very minute quantity of moisture present in the atmosphere sealed within the container. But such packages are not always practical for all types of products. In some instances, cost prohibits their use. In other instances, the manner in which the product is shipped, sold and used precludes the use of a can or jar. Hence bag makers, fibre can makers and wrapping material suppliers enter the moisture-proofing field. It is doubtful if any practical package in either of these three categories is actually moisture-proof in the absolute sense of the term. But, as has been carefully explained in the first section of this survey, protective packaging does not deal with absolute protection as such, but is confronted, rather, with the problem of securing protection vs. cost and protection vs. other desirable qualities.

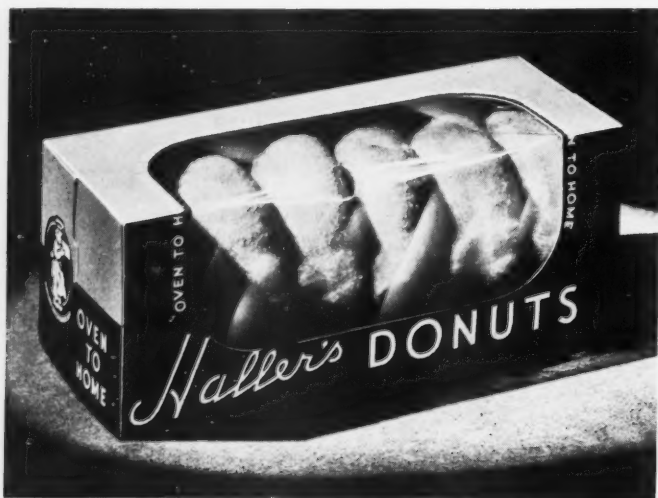
Moisture-proofing when cartons, wraps and bags are considered thus becomes a dual problem. First, that of providing materials to form package walls affording adequate moisture-vapor resistance and secondly, that



1



2



3

1. The low humidity of freezing and storage temperatures in frozen foods packaging require specially prepared wax coated papers which will resist cracking and maintain a tight seal at low temperatures. 2. Lacquered glassine sheets, possessing a high moisture-vapor resistance and capable of heat sealing, are used in bread wrapping and for bags for popcorn, potato chips, cheese coated confections and similar items. 3. An open style doughnut tray made of a laminated moisture resistant board and wrapped in moisture resistant transparent cellulose. Photos courtesy The Menasha Products Co.

of securing adequate seams and joints where such materials are adhered to each other or to adjacent portions of the package so as to prevent leakage at these "danger spots."

Vast volumes of data have been published regarding moisture-proofing and on the counter-claims of various moisture resistant packaging materials. Controversy, in many instances, has grown sufficiently heated to obscure the basic problem of the package. Since the moisture resistance requirements of each packager will vary, under the formulas laid out in the earlier section of this survey, any attempt to evaluate these claims or counter-claims would be pointless.

Suffice it to say that there are two general means of achieving moisture resistance in a sheet type of packaging material. One involves the use of a material itself impervious to moisture—at least to the degree required by the demands of the product to be packed—and hence incapable of passing moisture-vapor through its walls. One instance of this sort would, of course, be a metal foil or a rubber derivative sheeting and it is this characteristic of such materials which led to their early use wherever moisture retention or moisture exclusion was generally desired.

The second general type of sheet is one which, by impregnation or by coating, can be made to acquire qualities of resistance to moisture passage. Such sheets would include "moisture-proofed" transparent cellulose, parchment papers, glassines and waxed papers. In all probability, there is no absolute line of demarcation between the two groups. Thus certain rubber derivative sheets are probably in a border line position in so far as they provide an extremely high resistance to moisture-vapor passage without requiring external coatings.

Such coatings may consist of wax applied to one or both outside surfaces of the sheet or may consist of wax, asphalt or other similar materials laminated between two sheets to form a single moisture resistant wall. In certain types of paper, moisture resistance is achieved by impregnation of wax or other materials. In still other instances, a coating of a synthetic resin lacquer is utilized. In still other instances, varnishes are used. In the latter two cases, application may be made during the process of making the sheet or at a later point in the package producing process.

Obviously, the packager is here confronted with a wide and most confusing series of choices. He will find, however, that the other factors affecting the choice of his package will tend to reduce his choice to a selection among three or four types of sheeting. For instance, a desire for transparency or opacity will immediately eliminate one or another very large group of materials. Similarly, a demand for certain by-produce values such as gloss, scuff resistance, etc., may lead his choice in one particular direction.

The problem of moisture-proofing does not end, however, with a choice of a sheet material from which the bag, wrap or carton is to be made. The matter of achieving moisture-proof seams or joints presents a separate problem which is, nonetheless, very definitely

related back to the problem of selecting a moisture-proof sheet. In part the problem may be solved by careful design of the package to secure sufficient overlap at joints and to protect the corners against the formation of even minute holes which will, of course, destroy all moisture resistance. In part—in the case of heat sealed sheets—the problem is still a matter of proper design and proper production of the package. For it is not enough to take a material that is capable of being heat sealed. Folds and seams must be so designed that heat sealing will cause a bond with an imperviousness to moisture equal to that of the wrapping material itself and one which is not likely to be broken or fractured during any of the subsequent experiences of the package.

When non-heat sealing materials are used, the design of the package and the choice of adhesives is equally important. In the case of bags, no amount of moisture resistance in the walls of the bag will compensate for a defective bag closure and moisture resistance in such instances will depend upon the manner in which the bag closure is designed and effected under practical production conditions at high speed.

Protection Against Heat and Cold

Most packagers are fortunate in that the products they package are not adversely affected by the ordinary conditions of heat and cold. Many others are able to avoid the problem, in so far as it affects packages, because their products are refrigerated during transport. In the case of certain products, designed for export to tropical countries, special heat resistant problems arise, both in respect to the protection of the product by the package and in respect to the protection of the package itself against deterioration due to prolonged heat or from long periods of excessive humidity. Specially treated papers, boxboards and corrugated boards and special adhesives have, on occasion, been developed to solve particular problems of this sort.

A further group of products, notably chocolates and candies and some food products, as well as certain cosmetic preparations, are adversely affected by even relatively mild degrees of heat and tend to lose shape and appearance. The heat reflecting qualities of metal foil have frequently been called upon to provide protection under such conditions, as in the wrapping of chocolate bars. While the use of metal foil is induced in such cases, not merely for the purpose of providing protection against heat, this is undoubtedly one of the factors inducing the choice.

In the frozen foods industries, in those instances where packaging is partially or wholly completed prior to the quick-freezing operations, it is desirable that the package walls permit a fairly speedy transference of heat from the product and do not retard the freezing operations.

On the other hand, in the shipment of quick-frozen products and in handling them, protection against heat passage is desirable. In some instances, this problem is solved by performing the quick-freezing operations before the package is completed. In other instances, the two contrary qualities cancel each other out. In

4. Metal foil used as a tight wrap to provide a high degree of moisture protection. The foil is supplied solid glue mounted to board paper. 5. Oil bearing food products and powdered products requiring a high degree of moisture protection are frequently packed in tightly sealed metal bags. Often the foil is used in combination with glassine. 6. A special bag type foil inner carton liner provides moisture protection for this gelatin product and similar items. Photos courtesy Reynolds Metals Co., Inc.





7. Water-proofness is achieved for this ice cube bag through the use of a Scutan water-proof inner lining between the walls of the paper bag. The material is a patented specially treated paper. Photo courtesy Union Bag & Paper Corp.

still further cases, the use of corrugated shipping containers—which form a fairly good heat resistant barrier—to hold a number of unit sales packages provides the means of resisting heat passage into the product during handling while en route to the retailer's refrigerator.

Protection Against Light

The effect of light on various packaged products is a subject of an extremely controversial nature. While the various container manufacturing corporations have carried on a great deal of research on this problem, as have certain Government agencies and independent research organizations, there is still much further research to be done. For this reason, no attempt will be here made to discuss the question and individual packagers, thinking themselves confronted with a question involving the effect of light on their products, are advised to consult with the suppliers of package parts concerned.

The effect of light on the package itself is, however, a subject on which more precise data is available. Particularly in the matter of avoidance of fading has much progress been made in recent years. The range of colors in inks, papers and boards which can resist fading has been measurably increased during the last few years, although certain colors and certain types of packaging materials are still subject to fading, bleaching and similar forms of deterioration.

The cautious packager will make sure, prior to specifying materials and color schemes, that every element entering into his package provides sufficient resistance against fading to withstand the probable conditions of exposure to strong light, such as frequent window display, which the package may be expected to meet.

In such cases—as in most other instances of package protection—the package supplier is usually in a far better position to provide advice than is the artist or designer.

Thus, in respect to fading, it is particularly important to anticipate the problem by consultation with the package supplier prior to the setting of a rigid design or color scheme for the package, since it may be very difficult and expensive to change this at a later date.

Infestation and Mold Resistance

Once again, this problem is one which fortunately does not confront most packagers. In the case of certain food products, however, it is often necessary to insure beforehand that insects, termites and similar living organisms cannot gain access to the product. Such contamination of the product can usually be avoided by the use of materials through which these enemies cannot pass.

In some instances, special chemical treatment for boards and papers are used to repel enemies of packaged products. Such treatment, of course, has no effect on the product itself, but serves to prevent the insect from attacking the package wall. Problems of insect infestation are often solved by the design of the package to avoid even the slightest possibility of sifting, since the path through which the product sifts provides a perfect "baited" path for the infesting insect.

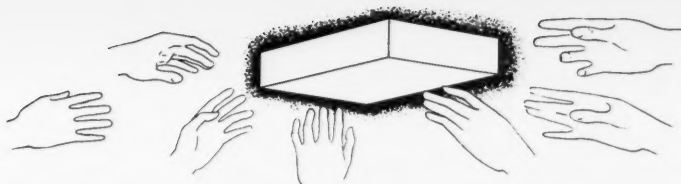
Odor Contamination

Many products such as butter have the quality of picking up and becoming contaminated by odors. In this respect, the function of the package is very similar to that of moisture-vapor resistance. It must prevent the passage of gases through the package wall or through the seams. While such protection is adequately provided by many packaging materials, it is well for manufacturers, in planning a package, to study the possibilities of odor contamination affecting their product. If such possibilities should prove to be found present to any marked degree, a thorough investigation should be made of the odor resistant properties of any suggested package or packaging material.

In some instances, contamination occurs due to the absorption of odors by the product from the package itself which may be present in either the packaging material or in the means used in decorating the package. A little foresight on the part of the packager and package producer can result in a selection of materials which will avoid this possibility.

Lint Contamination

In the case of certain abrasive products, which in use are placed in solution, a problem of lint contamination occasionally arises. The product, in shipment, exercises an abrasive action upon the walls of the package and thus carries with it, when out of the package, a small quantity of paper lint. When placed in solution, the lint floats to the surface and becomes apparent to the user. While such lint might not in any way destroy the value of the product, its visible presence may be undesirable. In the latter event, care should be exercised to select a package either constructed of a material non-susceptible to linting or so lined with such a material as to prevent abrasion against the package wall.



Protection Against Human Hazards

Three hazards, which for want of a better name we shall term "human" hazards, tend to affect all packagers to greater or less degree, namely, counterfeiting, tampering and pilferage. To guard against all three, there exist almost innumerable means within the package itself. Such means vary from the simplest of marking devices to fairly complicated procedures and attachments, many of which will be discussed in the paragraphs to follow.

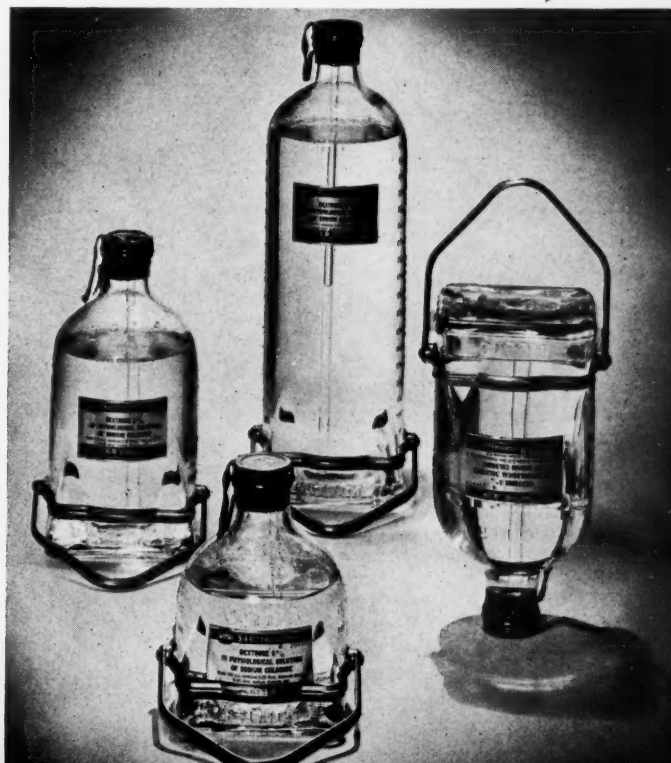
It is interesting, at this point, to note that the package itself has often been adopted for the principal purpose of preventing counterfeiting. Even today, packages, wraps, tags, bands and seals are used on many products which cannot themselves be branded as a means of identifying the product and thus preventing substitution, imitation and counterfeiting.

Nonetheless, in exact proportion to the value which manufacturers build into their brand names and trade marks, there will arise others who will seek to capitalize upon public acceptance for these products by imitating the brand, the product and—of necessity—the package. Such imitation will occur most frequently where prod-

ucts are of relatively high intrinsic value, where brand names are most valuable or where sufficient rewards, in the form of tax evasion and similar savings, can be garnered by the counterfeiter. Thus we find that the pharmaceutical, the liquor, the patent medicine and the auto accessory fields suffer, perhaps, more than any others from attempts at counterfeiting.

Since, in the case of many products, the only portion of the product identifiable by brand or other token is the package itself, the problem of ending counterfeiting is usually a problem of producing a package which defies the counterfeiter. Here two lines of approach have usually been followed. First, some have sought to provide packages which may be recognized by some symbol or mark as genuine. In some instances, the exclusive right to make a package of a certain type by the ownership of special machines, without which the package cannot be made, have served to deter the counterfeiter. In other instances, the identification mark has been built into some one of the elements making up the package—the closure or the carton board for instance—in a manner to defy imitation.

8. This tamper-proof closure consists of a small molded plastic ring set underneath the closure proper and so constructed that turning of the closure causes a break in the ring. In re-use the main portion serves as an ordinary closure. Photo courtesy Anchor Cap & Closure Corp. 9. Viscose type bands are used on these Dextrose solutions to protect against leakage through loosening of the main closure and to insure against tampering. Photo courtesy Sylvania Industrial Corp.





10

Thus with the protection of these identifying elements limited to one or a few plants, it becomes an easy matter to restrict their output and to keep such package materials out of the hands of undesirable parties. Such packages and package materials are the ones which should be termed counterfeit-proof.

Another line of reasoning has led to the development of so-called tamper-proof packages. Here the aim is to prevent the counterfeiter from securing the various portions of a large number of packages which have already reached the consumer. If this source of packages can be cut off at some point, the counterfeiter is once again stymied.

Many ingenious methods have been worked out whereby packages are so constructed that once opened they may never again be restored to their original appearance. Such devices vary from the extremely simple tightly sealed shipping carton, which is destroyed in opening because its seams form its strongest portion, to so-called super closures or over closures which tear or break upon opening.

Among the counterfeit-proof materials are carton boards of various types. One type utilizes a mark or brand printed underneath the coated surface of the board so that it will show through when the coated surface is moistened. Thus the mark is not apparent on either surface of the board, but becomes apparent whenever it is desired to test the carton for genuineness. In another type of board, the mark is made right into the pulp and runs completely through the back liner of the sheet where it can be seen on the inside (*Continued on page 54*)

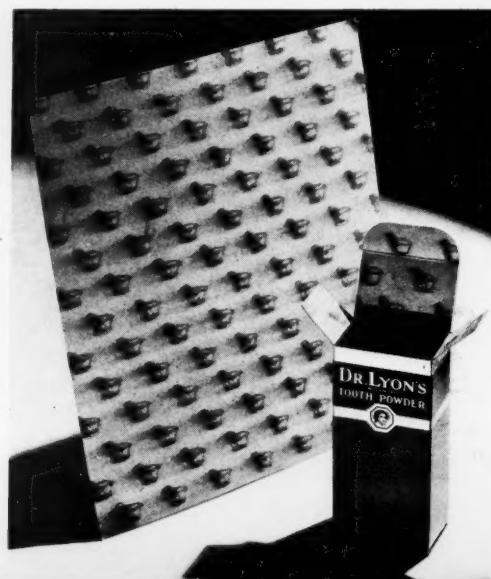
10. The wide variety of effects which may be achieved through the use of viscose closures and the vast number of products requiring these tamper-proof protections may be judged from this illustration. Photo courtesy E. I. du Pont de Nemours & Co., Inc. 11. Prevention of leakage and the guarantee against tampering is achieved for these drug products through the use of Sylphseal secondary closures. Note how the closure has been made to fit into and enhance the general design scheme. Photo courtesy Sylvania Industrial Corp. 12. "Safety" tag board with patented markings forming an integral part of the board are used to identify products as genuine and to prevent counterfeiting. Photo courtesy George LaMonte & Son. 13. Both liquor and drug manufacturers, among others, frequently utilize counterfeit-proof cartonboards marked with trade marks or other identifying patterns. Photo courtesy American Coating Mills, Inc.



11



12



13

TRI-COLOR HAM CONTAINERS

earn dominating display positions
for Cudahy's new Puritan ham line

Following the successful introduction of new tri-color wraps for Cudahy hams early in 1938, the company has now extended the re-packaging scheme to an entire line of tinned ham products, utilizing labels to bind together and create a family relationship for a line of containers whose varied shapes would otherwise create the utmost confusion on display.

For each package, regardless of shape, labels feature a red, white and blue banded color scheme with the company and brand names in reverse white lettering on the topmost red band. The central white panel forms the background for an illustration, in full color, of the product, always pictured as it will appear when ready to serve. These illustrations are cleverly designed to overlap the blue band to a slight extent and thus serve to tie together the three horizontal portions of the label. The bottom-most or blue band features, in reverse lettering, a detailed identification of the product and provides space for imprinting of the exact net weight.

Such imprinting is essential since the weight of ham in a given container may vary by several ounces and since Government regulations provide for accurate weight identification. Wherever, as in the case of luncheon meat and spiced ham loaves, the weight can be held to a rigidly predetermined quantity, such identification is printed as an integral part of the label rather than as an imprint.

The rectangular cans use all-round labels which carry the color bands to all four sides of each container. The front and back panels are utilized for display while the side panels contain detailed explanations of proper means

of serving the product. Cans containing whole hams are of ovoid ham-like shape and hence utilize front and back labels on their two flat surfaces. Here the front forms the display portion of the package and the back label, still utilizing the horizontal stripe effect, contains a repeat product identification plus full serving directions.

The colorful labels have been found, on test, to have an extremely high shelf visibility and the design scheme, as developed by Cudahy's art director W. Weber, obviously lends itself to admirable display.

Credit: Labels by Magill Weinsheimer Co. and G. A. Ackermann Printing Co. Cans by the American Can Co.



A red, white and blue color scheme is utilized on all Cudahy ham packages, providing admirable display and at the same time, achieving striking family relationship. The striped effect which is carried around all four sides of the rectangular containers has been retained in the pear-shaped tins by the use of front and back labels of tri-color design, the shoulders of these tins and their odd shape automatically eliminating any possibility of using a full wrap around type of label. On display these containers stand on their flat ends with labels in upright position.

A MILLION FREE ADVERTISEMENTS

is what the Wickwire Spencer Steel Co. expects to garner through their new nail packages

The traditional package for nails, brads and small screws is an unprinted small folding carton. The low cost of such cartons was, in the past, deemed as fully justified in their use throughout the industry in view of the relatively low cost of the products they contained. Furthermore a single size and shape of carton could often be adapted to dozens and even hundreds of types and sizes of product when utilized in conjunction with end labels imprinted with product identification data.

The Wickwire Spencer Steel Co., however, has now adopted a new multi-color series of nail and brad cartons as the means of putting to practical application a new viewpoint on the function of such packages as promotional and advertising material for the company's entire line of products.

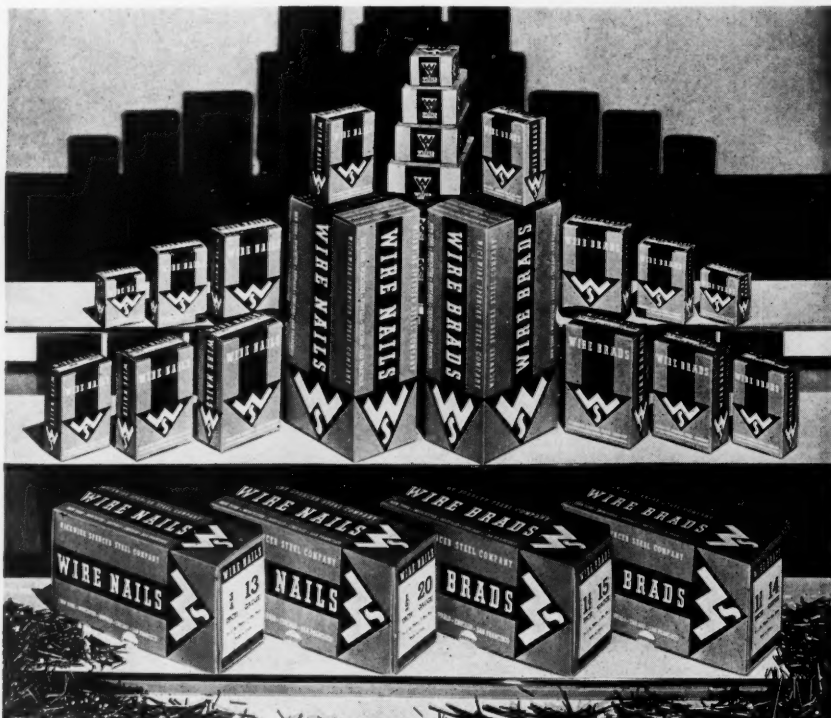
Wickwire Spencer manufactures, among other things, poultry nettings, hardware cloth, insect screen cloth, door springs and a wide variety of bright wire goods. All these items are sold and advertised under the company's trade mark, yet, until recently, no effort was made to relate the packages for brads and nails to the company's general sales and promotion program for these various other products.

The new cartons are designed, therefore, to emphasize the trade mark and to cross advertise the other Wickwire Spencer products. They thus capitalize upon millions of opportunities for point-of-consumer-contact advertising.

Two color schemes are utilized on the new cartons as a means of identifying the two general classifications of brads and nails—a red, black and white being utilized for nails and green, black and white for brads. The company's triangular trade mark is worked into the design on the side and top panels of the individual brad and nail containers and on the larger containers in which the dealer holds individual sales packages in stock.

For stock keeping purposes, a specification label is applied to one end of every carton, such labels being printed on manila stock in black ink. Even these labels have been redesigned, the border which was used on previous labels being dropped entirely to give more room for specification. A border effect has been, however, obtained by centering the labels on the face of the carton panel so that either a white or green rim, about $\frac{1}{4}$ in. in width, frames the black and white label. The opposite end of each of the carrying or dealer (Continued on page 96)

Display value of the new packages, while readily apparent, in no way detracts from the practicality of the design from the viewpoint of dealer stock keeping.



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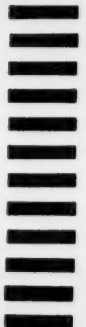
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The lithographed box wrap, as finally developed, retains the three-dimensional effect of the original cut-out figures and further holiday atmosphere is achieved through the utilization of full color. The company name and Christmas message have been worked in to become an integral part of the design pattern.

BIRTH OF A BOX WRAP

How L. Bamberger & Co. went the long way round to find the shortest way to an unusual holiday package

In northern New Jersey's bustling city of Newark, is a tremendous department store whose name—in its locality and well beyond it—bears a connotation to the purchasing public very similar to that of Marshall Field's in Chicago, of Bullock's in Los Angeles or of Macy's in New York. Because of the importance which has been built around and into this name, L. Bamberger & Co. spares no efforts in planning for the proper use of the company name whenever an opportunity presents itself.

Such an annual opportunity is found in the series of Christmas boxes which must be prepared each year and has this year resulted in the development of an unusual type of box wrap design and of an unusual technique through which the design was attained.

The problem was originally turned over to the art staff of the store's own advertising department. The company's regular artists busily prepared a whole series of interesting designs utilizing metallic papers, tissues and foils, one-, two- and three-color printings, embossings, ribbons, tassels, trinkets and what-not. These were in turn submitted to advertising, merchandising and sales executives. Though the packages differed from

each other in every other respect, they all seemed to possess one major point of fatal similarity—the ability to win a rejection on the part of at least some of the executives concerned.

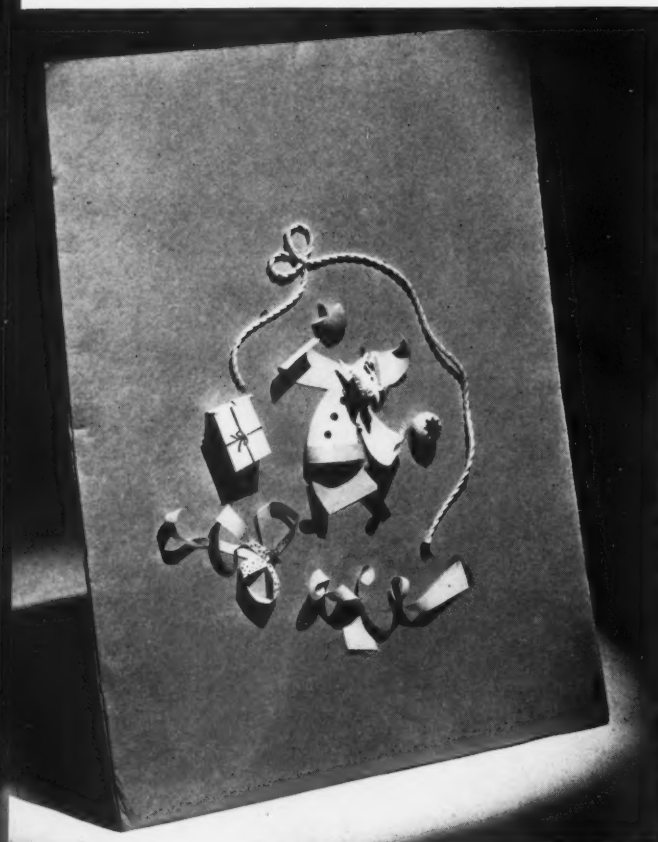
With rejection slips providing a challenge, art director Morris Rosenblum proceeded to attempt an analysis of the design problem. He construed the rejections of more or less traditional designs as a demand for ingenuity. In spite of orders to "shoot the works and forget costs," his intimate knowledge of department store methods assured him that economy would likewise be a major factor when the final choice was made. And thus he sought a design which would combine ingenuity and economy.

At this point, designers Eric and Nannette Mulvany were called in and, in the general discussions which followed, two additional demands were brought forth. First, that if humanly possible the two-dimensional box wrap must be given a three-dimensional effect. Second, that any design finally selected must be one that could be carried over into window and counter displays to provide a unified holiday theme for the entire store.

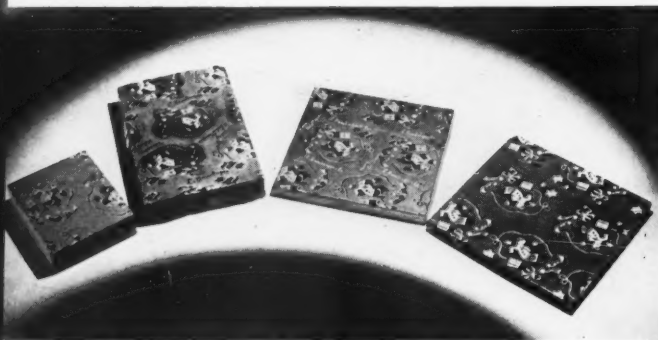
Most artists would have proceeded, at this point, to



1



2



3

use the conventional design materials—paper, ink, water colors, oils or pencils. The Mulvanys, instead, took up the scissors and proceeded to lay out, upon a handy piece of corrugated board, a series of little cut-outs—first a paper Santa Claus, then a few paper ribbons, then a little ribbon-tied package. After the design began to take shape, paper stars, a bit of string and two wooden beads were added. Presto! There stood a conventionalized Santa Claus surrounded by the gift purchaser's essential accessories—paper, ribbon, twine and the necessary Christmas spirit.

At this time the photographer was called in and a clever casting of lights and shadows provided a photograph which retained the three-dimensional effect. A whole series of these photographs, mounted every which way, served to form the basic pattern for a box wrap. The color problem yet remained to be solved. Black and white obviously would not contain sufficient brightness to provide the holiday atmosphere which was sought. Through a gradual parade of two-color and three-color renderings, the designers proceeded to the point where a decision was made to utilize full color. A similar process of trial and error resulted in the decision to hold lettering down to the repetition of the words "Merry Christmas" and of the company name in a white script as part of the final design pattern.

The inclusion of the company name was decided upon not merely as a matter of trade mark advertising; it was felt that past experience justified the assumption that many gift purchasers would feel that prestige was added to their gifts if the name of the state's largest department store appeared thereon.

The design having been finally developed and a pattern worked out by multiplying the design units, the company decided to utilize a lithographed box wrap which could be prepared in large, uniform sheets and then shipped to the several box makers who would be employed to make up the sizes and styles of container.

It was discovered that, through (Continued on page 100)

1. Various suggested designs which were rejected in favor of the three-dimensional effect box wrap. 2. The original cut-outs of paper, ribbon and twine, mounted on cardboard provided the keynote for the ultimate design adopted. 3. Simple and inexpensive set-up boxes may be used with the wraps, thus combining novel presentation with economy. 4. The design motif not only lends itself to box wraps but may be adopted for window and counter decorations throughout the store.



4



The display and merchandising cabinet provides ample space for stock and features finished samples of Colfanite as applied to wood and linoleum. The glass container is coated with the color it holds, thus illustrating how the product will appear when finally used.



ENAMEL IN A BOTTLE

by Mandus Bridston

Because 80 per cent of all enamels are bought by women, appeal to the feminine mind was fundamental in the package designed for Colfanite

If a customer should forget the name of this product—Colfanite—she still finds it easy to ask for because of the distinctive package.

Packaging that makes it easy to choose the item in the first place and easy to buy again figured importantly in the successful introduction of this product by the Colfanite Products Co. some three years ago. Today it serves a dealership of 800 in the western area and its sales approximate a million packages of the product per year.

The product is a liquid finish for interior and exterior use on woods, wallboards, etc. It is a new development using Tung oil, specially heat processed, and a new synthetic resin which advantageously combines with color pigments. The product not only has clear, true colors, but has evinced unusual resistance to blistering heat, severe cold, salt and boiling water, alkalies and acids.

However, all of the wearing and beauty qualities of a finish can only be appreciated after the finish has been

put to use, so the company's management set to work to package the new product in a way to build sales appeal from the first day of its debut. After all, paint products have been least affected by the packaging evolution which has been so marked in other lines. Paints, it seemed, just had to be put up in cans of pint, quart and larger sizes and regimented on shelves or piled high to the ceiling of the dealer's sales floor. The result was that all paint products in a stock were apt to look pretty much alike and very uninteresting.

Colfanite has a sales appeal at the first glance because Frank Hobbs, president, and A. H. Kinney, sales director, selected a modernly shaped glass container (one easy to handle because it just fits the hand) and further departed from paint packaging tradition by identifying each pack in terms of coverage, instead of amount of contents—pints, quarts, etc. Every size bottle tells and illustrates, on its label, both the number (Continued on page 98)



Three new Hamilton watch boxes are here shown in open and closed position. Note how patented spring hinges have been utilized to hold the tops at the desired angle for display. The boxes are molded of ivory urea plastics with sepia tinting used to emphasize scroll work and coat-of-arms molded into the box lids. Separate set-up outer containers are used in shipping the boxes to dealers and consumers. For dealers who formerly used containers of their own design and bearing their own names, the company now prepares special tags carrying these dealer designations. This policy has been necessitated by consumer demand for the molded plastic cases which has developed since the first introduction of such cases three years ago.

HAMILTON WINS DISPLAY

with packages that become identified as
"no mere containers but part of the gift"

Three years ago, in the late fall of 1935, the Hamilton Watch Co. made what was at that time a pioneering experiment by introducing to the jewelry trade a watch box which abandoned all tradition and utilized molded plastics for the first time for the display of fine watches.

The original Hamilton molded plastic box instantly justified itself, winning widespread recognition in the trade and earning an unusually high number of window displays for the current Hamilton models in the best stores in the country. Particular evidence of the exceptional popularity won by these boxes came forth when jewelers, using their own boxes as containers for Hamilton watches, found their customers requesting instead the molded plastic boxes which they had seen elsewhere. So pressing did this demand become that it was finally found necessary for the company to prepare special tags carrying the individual names of dealers who were selling watches in cases displaying their store name.

Thus the appearance of a new series of molded plastic Hamilton watch boxes represents an expansion and refinement of the original policy rather than any departure from established practice. The new boxes provide a dual advantage for the sponsoring company in that they are less expensive than the very high quality leather boxes formerly used and, at the same time, are far less subject to imitation. This latter condition is true due to the fact that the molded plastic boxes cannot be simulated without a substantial expenditure of time and money for the designs and molds.

Designer Pierre J. Cheron has planned the new containers in a manner which cleverly utilizes the smooth contours and fine curves easily available through the plastic molding process. At the same time, the Hamilton coat-of-arms and a scroll work design have been introduced in panels on the top face of each container in a manner which permanently identifies and beautifies the boxes. The molding compound duplicates the exact color of ivory and the coat-of-arms and scroll work design have been sepia tinted to further emphasize this ivory, hand-carved effect.

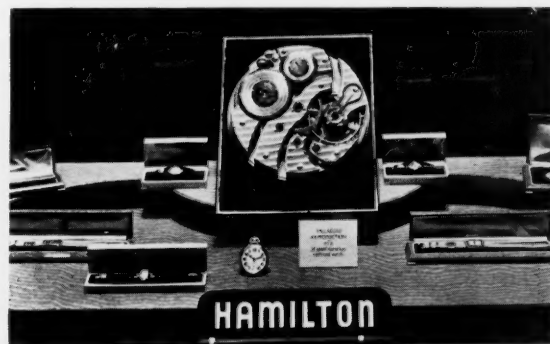
The new series of boxes includes three shapes of containers, a long model for men's wrist watches, a similarly shaped but somewhat shorter design for women's wrist watches and a more nearly square model for men's pocket

watches. Each case contains a satin lid lining imprinted with the Hamilton coat-of-arms and a conventional velvet base lining. The lids are so hinged as to stand without support in an almost upright position when the watches are placed on display.

To capitalize upon the consumer appeal of the molded plastic boxes, the company features the various containers in color illustrations in catalog material distributed to jewelers and used by these dealers in aiding their customers in making selections.

The boxes are shipped to dealers and, in turn, shipped by them to the ultimate consumer in blue paperboard outer containers which further emphasize, in the consumer's mind, the value of the molded container as an integral portion of the gift rather than as a mere shipping package for the product.

Credit: Boxes molded of Plaskon by the Armstrong Cork Products Co. Box linings by the Electric City Box Co. and the Mele Manufacturing Co. Metal hinges by the Rathbun Manufacturing Co. Set-up outer containers by the Central Paper Box Co.



Two of the hundreds of window displays earned for Hamilton watches by the earlier molded boxes used by this concern. The company has discovered that in repeated instances, jewelers who never before had given more than a portion of a window to Hamilton displays have devoted entire windows to these watches since the introduction of the new type of container.



Swift officials compare old and new methods of wrapping veal carcasses. They hold in their hands the specially prepared cotton muslin now used in combination with a "humidor" paper bag to protect the freshness of the veal from the time of dressing in the packing plant until it reaches the retail market. Note the brand markings and the leg bands on the carcass itself and compare this with one of the old methods—leaving the hide on the calf—as shown at right.

NEW VEAL WRAPPING METHOD

produces marked savings while providing means of branding hitherto unidentifiable carcasses

Invention by Swift & Co. of a method of wrapping fresh meat in carcass form is more rapidly changing meat merchandising methods than any development in more than a half century. That is the opinion, at any rate, of men in the meat industry who have watched the progress of Swift's new "Saniscal-Wrapt" method from the first hesitating experiments several years ago down to the present. The company now regards the invention as an established success and is applying it generally to both veal and lamb.

Veal was the first to get the new dressing and for good reason. As long as anyone can remember, veal has been shipped from meat packing plants to branch selling houses and to retail meat dealers with the hides left on. Veal, a delicate meat, required this protection, imperfect as it often was, to maintain its "bloom" until that time when it could be sold.

From an economic viewpoint, this old method was inefficient. Hides were shipped at fresh meat rates when they should have gone to tanneries as hides. They were

scattered among thousands of retail meat dealers, frequently damaged by imperfect workmanship when removed from the veal in the retail markets, and they had to be re-shipped in small lots to central marketing points for tanning.

A later method was to skin the veal in the packing house and cover the meat with a stockinette bag. This loose, porous stockinette was not effective and left the problem far from solved. A better method was plainly needed if full value were to be realized from veal produced in the West and consumed in the East. Farmers as well as meat packers had a stake in any improvement that might be made because the price of livestock reflects day in and day out the prices consumers will pay for the fresh meat and by-products. Further, the market offered plenty of room for expansion. Better merchandising of a better product would persuade more persons to eat more veal.

After extensive experiment, Swift's research staff finally perfected a wrapping process which not only

equaled the protection given by the natural hide, but actually improved on nature's own wrapper. The process has since been patented under the name "Saniseal-Wrapt" ("Protectoseal-Wrapt" in associated plants and Canada) and has now entirely replaced the old hide-on method in all Swift & Co. meat packing plants.

A cotton cloth, specially prepared to prevent loss of natural moisture while the meat is in transit, is wrapped tightly around the carcass. Then a special paper bag is pulled over the carcass and rolled at the top. This serves much the same purpose as a "humidor pack." It permits enough air to reach the inside, however, so that smothering is prevented while, at the same time, there is reported to be no drying out, discoloration or other deterioration of the product.

So effective is the new wrapper that meat can be shipped under refrigeration farther and kept days longer in better condition than the old methods ever permitted. The meat is just as fresh when it is unwrapped in the retail market as it was the day it left the meat packing plant, possibly thousands of miles away.

What this means to livestock producers and to Swift & Co. can perhaps best be illustrated by the fact that calves held in a glutted market have sometimes had to be sold far below cost, not because the meat was not as wholesome to eat as ever but because the meat had darkened, dried out and lost its "bloom," in the eyes of the buyer. The new wrapper helps to prevent such losses

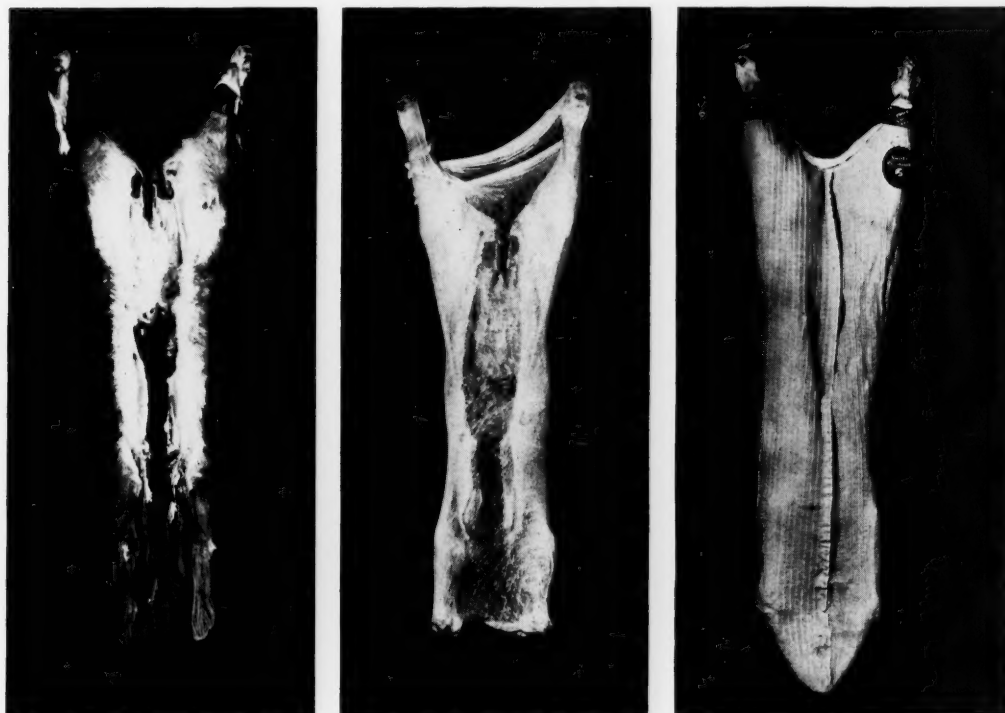
because of its more efficient protection and the extra time it gives the distributor in marketing.

As a modern method of preparing veal, however, the Saniseal-Wrapt process serves another and perhaps equally important purpose from a sales standpoint.

The old hide-on method prevented any adequate labeling or other identification of the product. The stockinette method was not effective enough to enable a packer to guarantee condition of product to the dealer and consumer. Veal was veal and every man and every woman in the final analysis had to be his or her own judge of quality. Now, with the Saniseal-Wrapt process, Swift & Co. can with assurance put its brand on the meat in such a way that every cut will carry a true identification of quality. The company is able to apply the nationally advertised "Swift's Premium" and "Swift's Select" and "Swift's" brands to the better quality veal. The housewife can actually, for the first time, know in advance the quality of the veal she buys merely by insisting on "Swift's Premium veal, Saniseal-Wrapt." The guesswork has gone from the buying of fresh veal just as it left the ham and bacon picture years ago when science helped the meat packers standardize quality and when advertising and packaging helped them describe that quality and assurance of quality of the product to the consumer.

The brand names are applied to the veal by means of patented cellulose strips down (*Continued on page 98*)

Left: Veal as formerly shipped with the "hide on"—requiring hide shipment at fresh meat rates and preventing branding of the meat itself. Center: The stockinette. This permits removal of the hide at the packing plant but does not protect meat freshness. Right: The new "Saniseal" process fully covers and protects the dressed veal. Cellulose strips applied to the meat itself carry the company brand right through to the housewife's kitchen.





Femininity and delicacy were the elements stressed in the design motif for these packages, thus tying-in with the claims of quality and safety for the washing of fine silks.

DESIGN ANALYSIS THAT "WORKS"

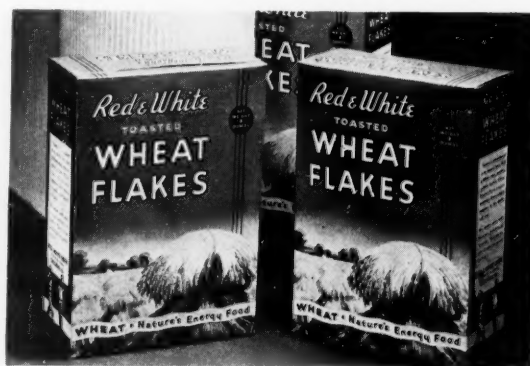
If you locked a dozen designers in a room and told them to develop a single theory of the proper way to design a package—you would end up with a hung jury, for there are almost as many methods of approaching package design as there are designers. Perhaps more, for some designers have been known to expound several mutually contradictory theories at various times.

While such theories should, therefore, be looked upon with a jaundiced eye, they sometimes provide an extremely refreshing approach toward the problems of package design and when they work—when the products and packages designed in conformance with the theory, do a sound selling job—one is somewhat reluctantly forced to admit that "maybe there's something in it after all." Thus Modern Marketing Service has created a whole host of food and grocery packages, sold through the organization's Red & White stores—each developed with close reference to a "Theory About Grocery Package Design." Moreover, the vast majority of these packages are reported to have borne out the company's theory in terms of sales.

Without prejudice then as to the applicability of the theory to the solution of other manufacturers' problems, consider the plan in itself. To quote Howard Kuhn, the firm's assistant advertising manager, "One of the most direct ways to sell anybody almost anything in the grocery business is to appeal to their instincts. In fact, inborn instincts are so deep seated in human nature that

to work against them is almost a futile and useless task.

"Didn't ladies discover thousands of years ago that the shortest way to a man's heart was through his appetite instinct? Do you suppose you could persuade even your best friend to save five minutes time by taking a short cut through a cemetery alone on a dark night? Why are you unable to talk to a crowd as you talk to a single friend? Why does a particular maiden turn our wits so upside down? Why are we generally 'early at the bleachers and late at the pews?' All of these and the



Appeal to the universal desire for health and energy was accomplished pictorially by a sheaf of wheat and the message "Wheat—nature's energy food."

hundreds of other human functions, too numerous to mention, are simply the result of our normal reactions to our instincts.

"Consequently, in designing packages, if you can develop package designs that appeal to people's inborn instincts, to human nature, so to speak, you have far more chance of developing a package design that will sell merchandise than when you create a design which only looks pretty. The pretty package may have splendid composition, color, layout and lettering. It may be dynamic, it may be flashy, but if it fails to appeal by means of words, color or pictures to your instincts, then it is not performing at its full selling potential.

"In other words, the difference between a good package and a weak one is just about the same as the difference between a good salesman and a poor one. And you know how disappointed you are when you want to buy perhaps a shot gun, a golf club or a fishing reel and you discover that the salesman has forgotten or never knew his 'selling points' about the steel, the whip in the head or the easy action."

At the heart of the plan, therefore, lies a chart of human instincts and desires that can be capitalized on in designing grocery packages. The chart lists in order the following: Hunger, health, beauty, pleasure, possession, personal appearance, curiosity, economy, cleanliness and amusement. Everyone of the company's many packages—under more than 30 different brand groupings—is designed to appeal to one or more of these normal desires of the great mass of people.

For example, the company's marketing experts concluded, some time ago, that a demand existed for a 5-lb. package of cheap soap flakes and it was decided to enter this field. Extensive research determined what would be the most practical size, shape and packaging materials for the container. There remained the problem of surface treatment and here the theory was called in as a guide in providing an eye-pleasing combination of selling arguments in words, color and pictures to appeal to the instincts listed above.

"In the case of soap," writes Mr. Kuhn, "the selling argument to be dramatized might consist of any one or a combination of selling arguments. However, for this package, the most logical selling argument was 'quantity' and 'economy.' We were fortunate in developing a descriptive brand name 'Our Value' which in itself implies economy, quantity and pride. As the result, eventually we wound up with an inexpensive two-color arrangement with the top part light blue and the bottom in dark blue. Both colors are synonymous with soap and washing. There's little other detail on this package. It is designed like a small billboard so that no other brands would 'out-shout' it for attention in the store. The size of the package is emphasized by its simple treatment and with a price tag, it answers the perennial question of 'how much for how much' in a hurry."

In contrast, the Lady Godiva Soap Flake package presented an entirely different problem, for this package was designed to contain 13 oz. of fine pure white shaved soap stock for use in the washing of (Continued on page 100)



A poster-like treatment with a light-and-dark-blue color scheme combine to emphasize quantity and economy, designed to appeal to the lower priced market. Copy is held to a minimum with full emphasis on the product name.



Redesigned to convey a feeling of purity and cleanliness, the Red & White Super Soft toilet tissue wrappers utilize a white background with a color spot for product name to achieve a softer and cleaner appearance.



With the realization that consumers desired Italian flavor in their spaghetti, this package was redesigned to incorporate an Italian atmosphere borrowed from the Italian flag. Whereas the old package (shown at extreme right) utilized a picture of a dish of prepared spaghetti as its sole illustration, the new package calls upon a colorful and definitely Latin chef to provide an eye-appealing note while retaining, in reduced size, an illustration, of the product as it appears when ready to serve.

PACKAGING PAGEANT



1. Ice skaters will welcome the Walk-Ski—specially constructed wooden walking shoes to be used when wearing ice skates to and from the ice. The product is introduced on the market in a display-shipping container that effectively shows the actual product on display and illustrates the manner in which it is used. The patented break-back construction enables the dealer to erect the container for display quickly and efficiently. Designed and produced by the American Coating Mills, Inc.

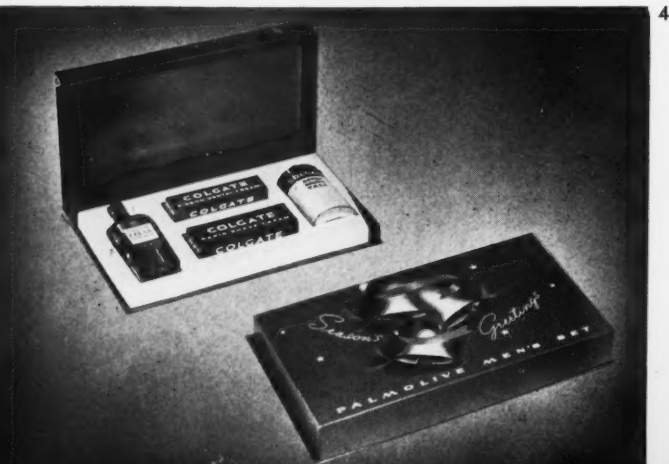


2. Current with the trend for compact cosmetic sets that are convenient for week-end trips, Charles of the Ritz offers a kit that contains all the necessary toilet articles. A new feature is the inclusion of a drawer for small accessory items and a water-proof envelope for a wet washcloth. A large mirror is found on the front panel which props up for convenient use.



3. Designed for the Christmas trade, the Daggett & Ramsdell pine bath oil display container is of silver and white dotted with red stars. The bottle label utilizes a background of pine sprigs, thus tying-in with the product name. Cartons by the Downtington Paper Box Co. Bottles by the Whitall-Tatum Division, Armstrong Cork Products Co.

4. The Colgate-Palmolive-Peet Co. is marketing Christmas gift sets for men in attractively decorated set-up boxes. The Colgate sets are distinguished by red boxes, the Palmolive sets by green. Simplicity was adopted as the keynote for the box cover design so that consumers would be tempted to use the containers as utility boxes after the toilet articles are removed. The products fit snugly in the die-cut platform to form an effective display in the store. Wraps by Stecher-Traung Lithograph Corp.



5. The Sulpho-Naphthol Co. is marketing its antiseptic disinfectant, Cabot's Sylpho Nathol in a new package. A brown color spot features the product name in reverse lettering against a background of buff. The back panel is devoted to information for utilization of the product. Cartons by the National Folding Box Co.



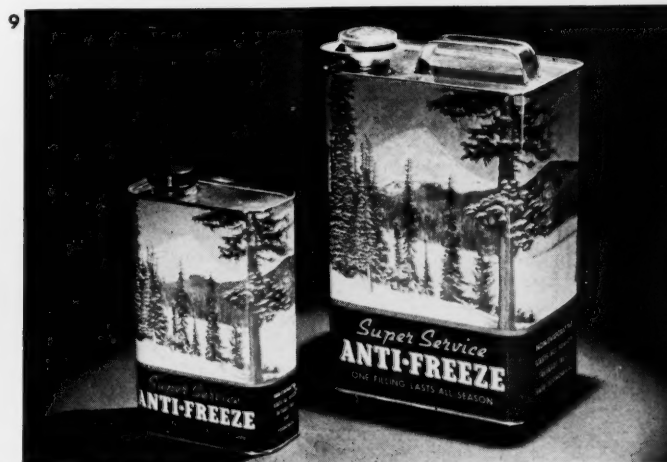
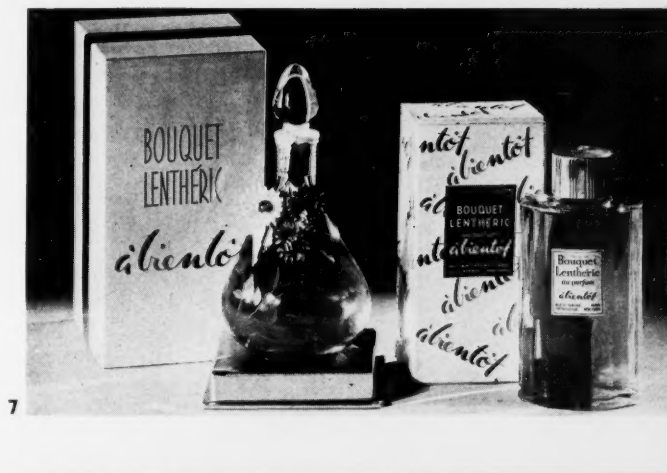
6. The newest number in the Shulton Old Spice toiletry line for men is smartly packaged to conform with the design motif set for all packages in the family. The choice of container, however, was not selected merely on this basis, but embodies practical features as well. The shave mug, of pottery, is easily kept clean and the wide-flaring handle permits a firm hold on the mug. Packed in a display container of woodgrain with a red lining, the ensemble is masculine in appeal and lends itself to attractive display in the store. Shaving mug by the Hull Pottery Co.

7. Lenthéric, Inc., presents a new perfume to the market—a biont. The fragrance is available in a graceful decanter with a bright and vari-colored cluster of flowers at the throat of the bottle or in a flaçon presented in a display container with a colorful all-over pattern of the product name over a white surface. The decanter, with its glass stopper and flower decoration, is one which would seem to add a decorative note to the dressing table.

8. Hematinic Plastules, an iron therapy, are presented by the Bovinine Co. in Kimble vials which are of a size convenient for carrying in the handbag or pocket. The light weight of the vials further assures lower shipping costs. A wood-and-cork closure tops the vials to complete a neat packaging job.

9. A new package for Sears, Roebuck & Company's anti-freeze utilizes a design motif that departs from the conventional type of pattern execution usually adopted for such containers. A photographic illustration of a winter scene encircles three sides of the container with the back panel detailing instructions for use. The packages lend themselves to unusually effective display while conveying to the consumer the nature of the product. Designed by Ferdinand Obeck. Cans by the R. M. Hollingshead Corp.

10. Cartons which suggested the contents packaged have been adopted by the Sani Pine Corp. for its Sani Pine universal disinfectant. The packages utilize a pleasing pine green color with the product name achieving emphasis by reverse lettering on a dark border. Cartons by Robert Gair Co., Inc.





Grape Gold wines have abandoned the traditional wine container in favor of these new dark green bottles with widely spaced horizontal bands.

"DOMESTICATED" WINE BOTTLES

for domestic wines, indicate that a struggling industry is getting firmly on its feet

There was a time when practically all Americans were firmly convinced that anything American was naturally better than anything produced anywhere else in the world. That is—anything American with the exception of American wines.

Somehow or other, the wine industry has suffered from a feeling of inferiority since its earliest days in this country and it has, until recently, reflected this feeling in almost all its activities by adopting an imitating and apologetic approach. Domestic wines have been presented to the public as American counterparts of famous foreign brands, offered simply because the vineyards existed and because not very many of us could afford to buy the imported types. The general idea all along seemed to be that anyone who could afford an imported wine automatically dropped out of the market for the purchase of the domestic product.

Happily this situation seems to be changing. The first sign of such change was seen in the advertising campaigns of some American growers who presented their product, not as a cheapened imitation of a foreign wine, but as something good in itself and having an identity of its own. Today domestic wines begin to appear in "domesticated" wine bottles—packages which make no

pretense at imitating the traditional foreign containers, but which are designed to suit the particular needs of American manufacturers and the tastes of the American buying public.

It is but logical that American production methods should find their reflection in the design of domestic wine bottles. The traditional wine container was originally designed in the age of the hand-blown bottle for an industry which did all its packaging by hand. Our mode of production, our methods of packaging, our merchandising methods and our way of living all demand packages of a different order—packages suited to the requirements of package-handling machinery, packages adaptable to American methods of display, shipment and storage and, finally, packages suited in size and shape to fit into the American home.

One such series of packages has recently been placed upon the market by the Quality Wine Co. The containers, of a rich dark green glass, bear simple but highly effective decoration in the form of widely spaced indented stripes—horizontal bars which, in addition to their decorative function, prove their utility by making the container far easier to grip. Against the dark green background provided by the (Continued on page 97)

TIME, THAT TOUGH OLD TESTER, FAVORS F.N. BURT.

Look back into package history some 50-odd years . . . and you find the very same name at the top of the list of boxmakers that you find today—F. N. Burt. ★ Examine today's multitude of packages . . . the hundreds of thousands of set-up boxes and cartons . . . and you find those that lead in sales . . . are Burt packages. ★ Look into construction, quality of materials, design . . . look into economy of production and prompt, dependable delivery . . . and still the name of Burt is "tops." ★ Look behind the packages to the plants that make them. The largest, the most complete, the busiest is F. N. Burt. ★ Then consider what box-maker is best prepared . . . by length of experience, by quality of workmanship, by ample facilities . . . to make your box or carton. Choose the one that offers most—

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

CHICAGO
Room 2203
919 N. Michigan Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

PHILADELPHIA
A. B. Hebel
P. O. Box 6308
W. Market St. Stop

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

LOS ANGELES
Louis Andrews
623 1/2 South Grand Ave.

NEW ENGLAND
BOSTON
A. B. Bacon
120 Boylston St.

CINCINNATI
221 Walnut Street
Telephone MAin 0367

SPRINGFIELD
P. O. Box 214
Highland Station

MEMPHIS
Frank D. Jackson
2150 Washington Ave.

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-481 King Street West
Toronto 2, Canada



THAT MEANS BUSINESS ..

Buzz your secretary and ask her to write us . . . or call us on the phone • What will be the result? • Business for you • We mean business when we say our *service* will prove the last word in helpfulness to you. It is the outgrowth of two-thirds of a century of research and untiring effort to bring you the latest developments in the container industry • Owens-Illinois *containers* mean business for you, also. They do more than just contain—they **SELL**. They are *real salespackages* • Buzz Owens-Illinois for help in solving problems of containers, closures, labels and cartons. . . Owens-Illinois Glass Company, Toledo, Ohio. Branch offices in most principal cities.



• OWENS • ILLINOIS

ENS·ILLINOIS
"First in Glass"

OCTOBER 1938

47

This Valuable
OLD Mr. BOSTON
GIFT DECANTER
At No Extra Cost



An ingenious display construction is utilized to present the Ben Burk gift decanter on liquor store counters. Seemingly perched on a pillow, the bottle is actually set on a platform between front and back planes of the clever folding display

NO PREMIUM FOR THIS BOTTLE

Ben Burk, Inc., utilizes specially designed decanter bottles to capture Christmas trade of new and regular customers

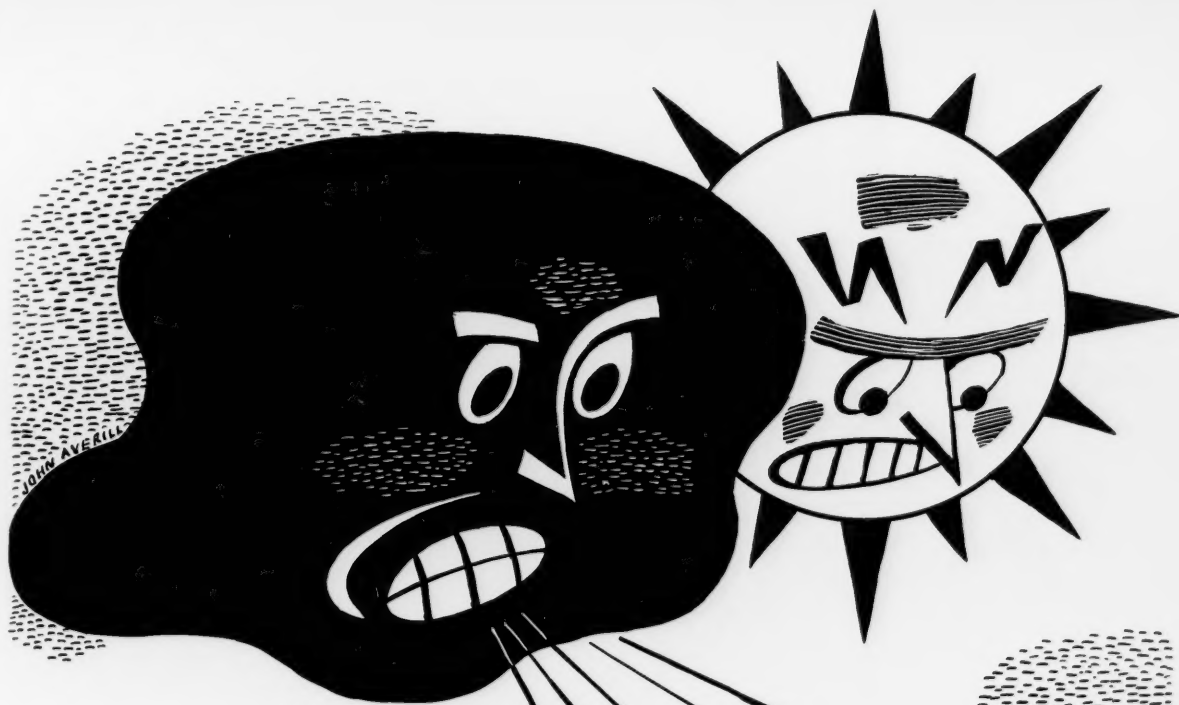
The average packager is confronted with difficulties enough in planning a holiday or gift package. Particularly does he find it difficult to hold packaging costs to a reasonable level while achieving that special air of elaborateness which distinguishes the gift from the ordinary container.

But liquor producers have an additional difficulty to hurdle in the form of numerous and sometimes conflicting restrictions of regulatory bodies, national, state and local. Since such restrictions tend to limit the use of anything resembling a premium or a free gift, the design of gift packages in the liquor industry has tended to consist of a complete re-packaging operation. By this means, a container of different appearance from the standard package is achieved and still nothing within or attached to the container would create conflict with restrictions against the giving away to dealers or consumers of premiums or free gifts. Thus a number of

manufacturers have utilized decanter type bottles as special holiday gift containers.

An unusually graceful and attractive decanter of this sort has recently been developed by Ben Burk, Inc., for its Old Mr. Boston brands of gin and whiskey. The bottle is of square cross section with flat label panels on its lower quarter, topped by fluted slantwise moldings which provide the sparkle of fine cut glass. The short neck spreads outward to form an excellent pouring lip and a glass stopper, topped with a square handle with slantwise moldings similar to those on the bottle itself, is attached to each gift container by bright red cellophane ribbon.

Prior to sale, the bottles are stoppered with plain corks, topped by gold pyroxylin paper discs which extend outward over the edge of the glass pouring lip and are held firmly in place by the revenue stamp. The front labels follow the general (Continued on page 97)



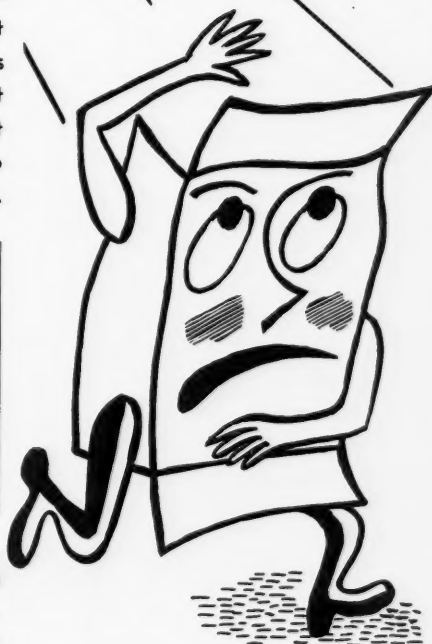
CAN YOUR CARTONS SURVIVE THE WEATHER MAN?

• Cartons, too, have run-ins with weather. *Indoor* weather on shelves and in window displays—*outdoor* weather in transit.

This too-often-forgotten factor plays an important part in the design and finishing of Concora folding cartons. We choose boards that will maintain necessary rigidity under the moisture conditions to be encountered. Inks and colors that will keep their fresh, bright display value without fading or running. And this is only one part of Concora Corporation's unique "Packaging by Prescription" method which produces every carton particularly for its particular job.

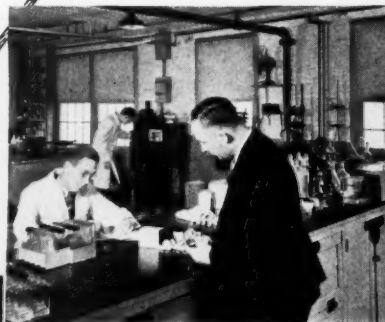
Because we control every step in the manufacture of Concora cartons—from pulp to finished package—we can control all these important details, and can produce cartons that have both "the strength that protects" and "the beauty that sells." Ask our representative to explain—and show you the results.

Concora corrugated and solid fiber shipping containers are produced with this same attention to all factors involved . . . and thousands of our customers have proved it invaluable.



CONTAINER CORPORATION OF AMERICA

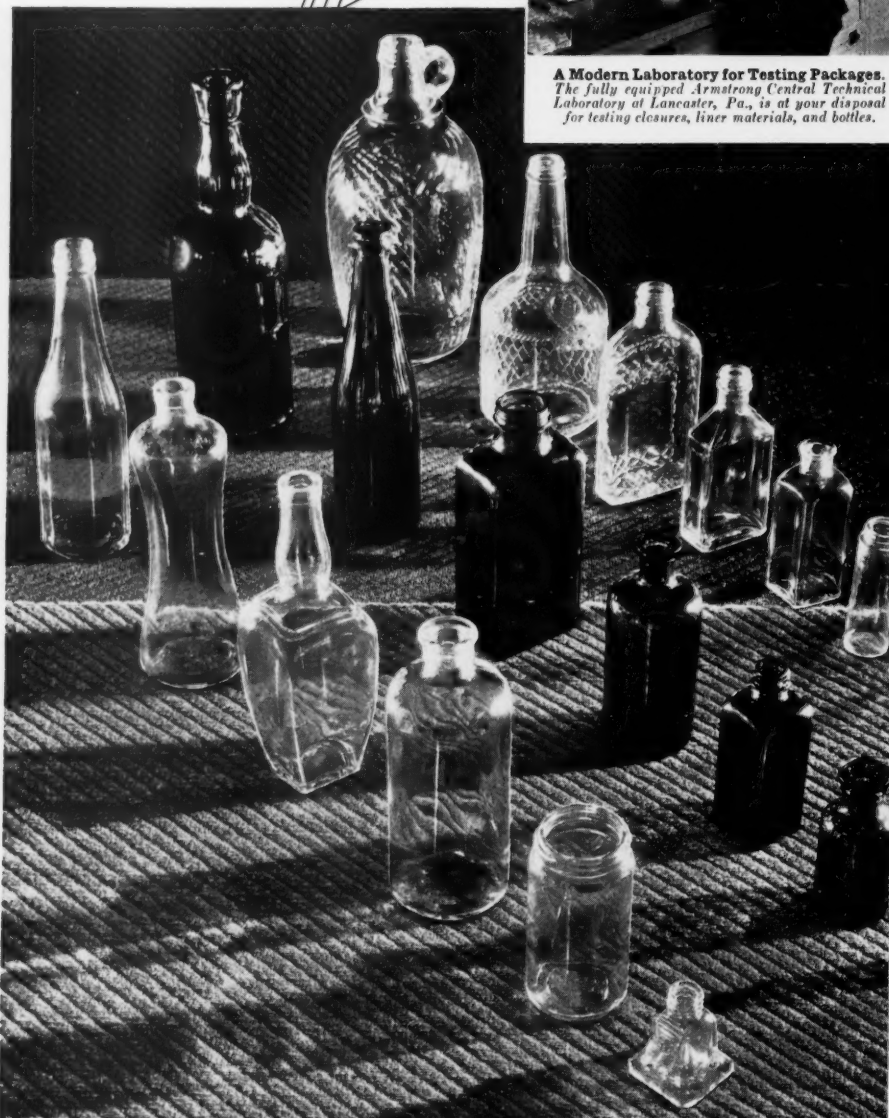
GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILL.
MILLS, FACTORIES AND SALES OFFICES AT STRATEGIC LOCATIONS



A Modern Laboratory for Testing Packages.
The fully equipped Armstrong Central Technical Laboratory at Lancaster, Pa., is at your disposal for testing closures, liner materials, and bottles.

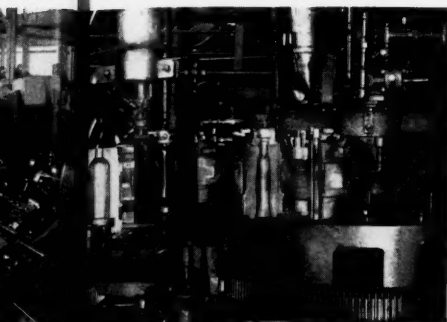


Up-To-Date Closure Manufacturing Equipment.
Armstrong's Metal Cap, Molded Cap, and Corkum bottles and

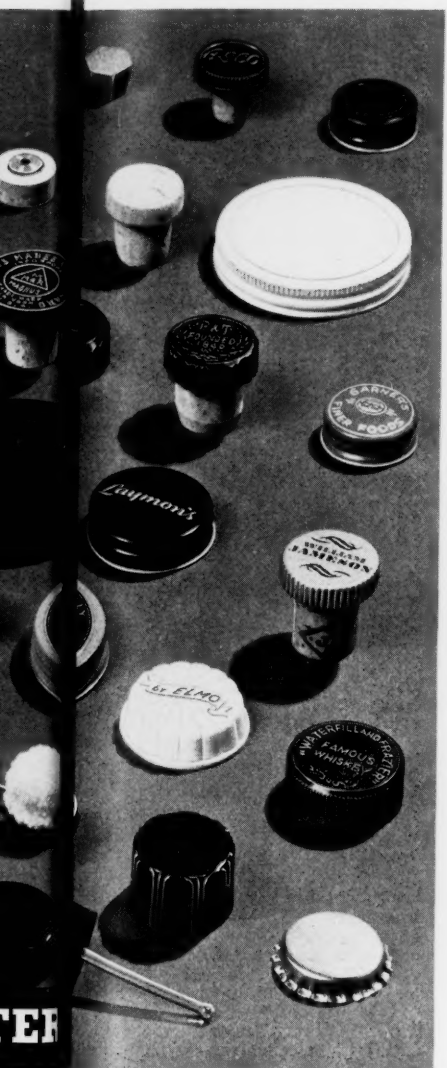


ARMSTRONG IS GLASS PACKAGING HEADQUARTERS

TO FINISHED PACKAGE



Manufacturing Careful Workmanship and Modern Machines produce glass containers that are attractive in every detail and of sturdy construction. Whitall Tatum bottles are backed by 100 years of experience.



**Armstrong and Whitall
Tatum Join Forces to Bring
You a New and Complete
Glass Packaging Service...
Closures, Glass Containers,
Labels, Shipping Containers**



PURCHASE of the Whitall Tatum Company of Millville, New Jersey by Armstrong Cork Company, brings to manufacturers of glass-packaged merchandise a *complete* glass packaging service to assist you in every phase of design, research, and production from the drawing board to the finished package.

By combining the manufacturing, engineering, research, and design facilities of these two companies—leaders in the fields of closures and glass—Armstrong is now in a position to offer greatly expanded services for producing quality glass packages that have maximum sales appeal.

One of the major advantages of the consolidation is the enlarged Armstrong Design Service which is now equipped to help you create new sales-winning styles for *every unit* of your package. You have the assurance that your glass bottles, closures, labels, cartons, and shipping containers will harmonize in every detail to provide the kind of eye-appeal that leads to increased sales. Furthermore, the responsibility for the high quality of all the units that make up the modern package is centralized in one organization.

Long known to manufacturers throughout the United States as "Closure Headquarters," Armstrong now becomes headquarters for the **COMPLETE GLASS PACKAGE**. Our enlarged staff is at your service to help you solve your packaging problems. For complete information, samples, and prices, write today to Armstrong Cork Products Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pennsylvania.

ARMSTRONG CORK PRODUCTS COMPANY



WHITALL TATUM DEPARTMENT



A PULL AND IT OPENS

Perfect Circle piston rings come sealed in a tamper-proof package—yet it opens in a jiffy

Until recent years, manufacturers of machinery parts, automotive equipment, etc., whose prime requisite is precision, were interested only in protective packaging. One of the first in this field to fully realize the importance of packing mechanical equipment in attractive and useful, as well as protective containers, was The Perfect Circle Co.

The packaging of Perfect Circle piston rings has been the result of long and careful study. Their containers are attractively labeled, easily identified, protective and sealed against tampering. This assured their product reaching the ultimate user in the same condition in which it left their plant. But opening a sealed container of this type has always presented a problem. Either the protective quality is ruined, the identity is destroyed, the container is made unfit for re-use or the contents disturbed and sometimes harmed.

The old Perfect Circle package was the telescope type or double-wall construction. The outer wall was split and the label designed so that a line indicated the position of the slit wall. By cutting along the line, the package was opened. However, the company was not satisfied with this. Unless very carefully handled, the knife (or whatever tool was handy) penetrated the inner wall to the piston rings. Then, too often in haste, the fibre container was pried or torn apart. Thus the package often lost its protective powers, identification and display value.

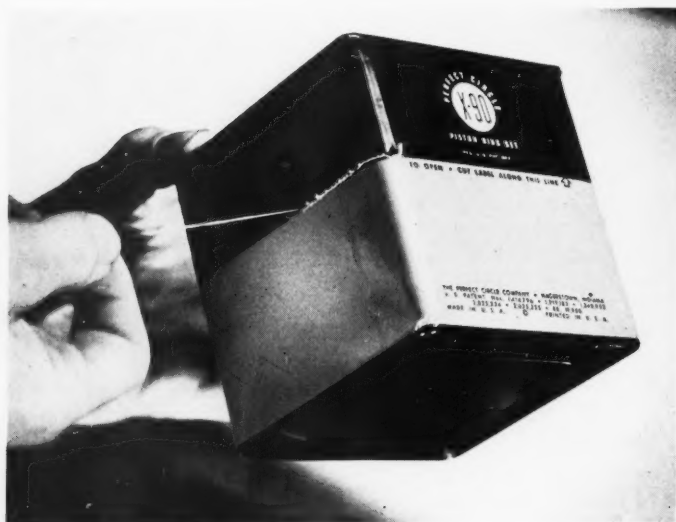
The officials of The Perfect Circle Co., searching for a solution, wondered whether the string opening feature,

often applied to mailing wrappers, paper boxes and packages, could not be applied to a fibre can. They called in their suppliers and asked if a string can could be manufactured economically, the cost of the package necessarily being held to certain limits.

The problem of applying a string automatically (1) under the label, (2) along a definite line of a split body wall, (3) cutting off the string, leaving a small end free at the label seam, required many hours of study by the manufacturer's engineers. They built and discarded several devices. They retained the good features of one design and combined them with those of another, which finally resulted in a practical and economical method of manufacturing a string fibre can which answered Perfect Circle's sealed package problem. A pull of the string—the can is opened quickly, cleanly and permanently—yet with the assurance that the contents have never been disturbed. The label retains its identity and display value—the container, its utility.

The result of Perfect Circle's idea has not only been the development of an ideal package for their product, but a practical method of opening any fibre container—another advance in packaging.

Credit: Sefton Fibre Can Co. for manufacture of the container for Perfect Circle piston rings.



Above: The Perfect Circle package presents smooth walls and neat enameled metal top and bottom to the consumer. The string opening device in no way mars the appearance of the label and design has been cleverly planned so that the string cuts along the "edge line" of the two horizontal panels which form the package design. Left: A simple pull with the fingers is sufficient to cut the label by removing the underlying string.

NAME
OUR COLOR



WE will reproduce any color, any tint, any color combination that you desire for your container. Heekin metal lithography gives your product added distinctiveness and sales appeal . . . without added cost. No inquiry is too large nor too small to merit our personal attention. Whatever your requirements, Heekin can serve you . . . dependably.

THE HEEKIN CAN COMPANY,
Cincinnati, O.

HEEKIN CANS *Lithographed*
WITH HARMONIZED COLORS

PROTECTIVE PACKAGING

(Continued from page 30)

of the carton. A third type is composed of several layers of various colors situated in the center of the sheet. This type can only be detected when the carton is torn.

Another type has been but recently developed, first for tags and now for carton board and label paper, which utilizes the watermarking methods made familiar to the general public in the form of safety paper checks. Such tag boards, carton boards and label papers are today produced with marks visible from either side of the board and forming a light pattern on the board of a color identical to that of the board itself. The general effect is that of a two-tone design.

This tag board, carton board or label paper is individualized for each user. Identification of the tags as genuine can be made immediately since the mark is visible. Production of the board is limited in the same manner as that of check paper and other negotiable instrument papers—each lot being made under a system of careful supervision and shipped only to those authorized by the package user to convert the material into package parts.



14. Whereas paper packages, with or without lacquered labels, are often found to provide ample moisture protection for domestic salt packages, the International Salt Co. found it desirable to use this more protective metal can for salt sold for export and for use on shipboard and in similar extremely humid locations. The package shown is, of course, substantially more expensive than the ordinary salt package.

Tamper-proof features have been introduced in connection with almost every package part or type of package. The most widely utilized and most widely known ones are, of course, the tamper-proof closure used in the liquor and drug industries among others. However, it may be well to examine a number of types of packages to note how common tamper-proof features are.

The sealed metal can is in one sense a tamper-proof package since opening distorts and destroys at least one wall of the container. It has been sold as a tamper-proof package in the oil industries where gas stations permit the motorist to select the can of oil he desires to use and then proceed to open the can by puncturing it under the motorist's gaze.

Sealed fibre cans with metal ends have been utilized widely by the automotive industries to prevent counterfeiting of replacement parts and substitution of non-genuine parts by repair shops. Whereas the consumer could not be expected to be able to identify a complicated mechanical gadget if this were presented to him for examination, he can be trained to identify a part as the genuine one if he purchases it sealed into a fibre or a metal container.

To a certain extent, neither of these containers is completely counterfeit-proof or tamper-proof since the machinery for manufacturing and for closing such containers is so widely distributed as to prevent strict supervision. Yet the cost of producing or re-conditioning such containers runs so high, under the conditions under which the counterfeiter must work, as to serve to discourage at least an extremely high percentage of such counterfeiting efforts.

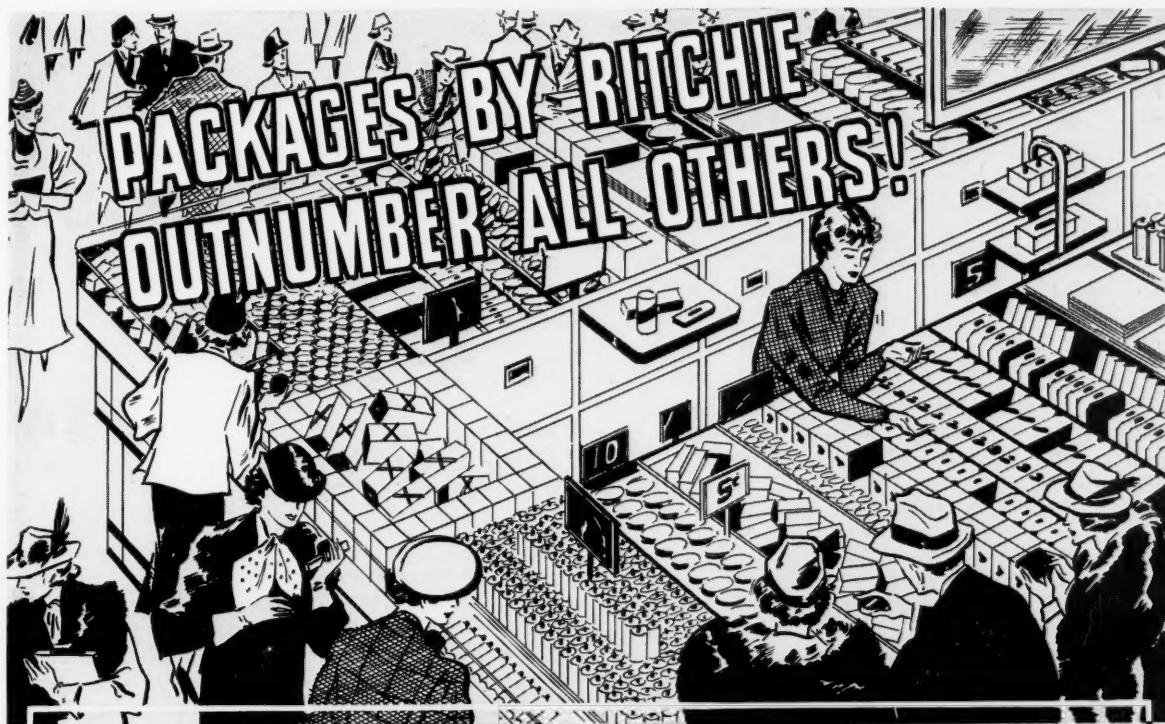
As a means of preventing the more widely prevalent "small gyp," whose activities might extend to the draining of a few containers of oil or the substitution of a few parts to his own customers, such packages serve, of course, almost as a complete deterrent. Such counterfeiters or tamperers do not have the means at hand to do an efficient counterfeiting job and a self-destroying package which seals in the product thus effectively stops their activities.

The metal end fibre can has likewise been used in the liquor industry as a means of sealing a bottle away from possibility of tampering and still permitting the consumer to get a view of the container. This was effected by providing a die-cut window in the walls of the outer container through which the bottle within could be seen. The window was, however, not large enough to permit removal of the bottle without destroying the outer container.

Even so simple a package as a heat sealed transparent cellulose bag possesses certain tamper-proof qualities since the heat sealing provides a strong bond and the package cannot, therefore, be opened without tearing the transparent material.

Numerous designs have been developed for tamper-proof carton constructions. These usually hinge around some form of locking tab which slips easily into place in the factory but which must be torn on opening. Dealers and consumers are thus assured that the inner

Where Products Have to Sell Themselves-



"You pay your money and take your choice" at the syndicate store cosmetic counter. No specially trained salesgirls there—no demonstrations—no tested sales talks. At the majority of such counters you'll find more Packages by Ritchie than any other kind—and for the same reasons that you find leading products in practically every field sold in Ritchie packages!



The same careful consideration of retail outlets—of buying habits—of consumer preferences—that makes Packages by Ritchie so successful in *one* field, is behind a Package by Ritchie in *any* field. The same manufacturing advantages, too—volume production, special machinery, improved methods developed during 72 years of packaging experience. If you want your product to look as distinctive and desirable to your consumers as it does to you, dress it up with a Package that Sells — by Ritchie.

Set-up Paper Boxes — Fibre Cans

W. C. RITCHIE AND COMPANY • 8849 BALTIMORE AVENUE • CHICAGO

NEW YORK

DETROIT

CINCINNATI

LOS ANGELES

ST. LOUIS

ST. PAUL

DENVER

OCTOBER 1938

55

container is the one placed there in the factory and that substitution has not taken place at some later point.

Set-up paper boxes, wooden boxes, molded plastic containers and similar types of packages are, of course, not designed and not used in a manner that would permit the inclusion of tamper-proof features. Nonetheless, such features may be added to these containers in innumerable ways. The old wax signet seal has by now largely disappeared except in instances where it is utilized more for tradition's sake than for protection. But outer wraps of sealable materials and bands are frequently utilized to afford some measure of tamper-proofing. In certain industries, metal seals are used at the junction points of metal bands, cords or other ties to afford similar tamper-proofing features.

Since the liquor and drug fields are perhaps the largest users of glass containers carrying products of substantial value and thus requiring elaborate tamper-proofing, most of the development in closure tamper-proofing has been applied first and developed first for these two fields.

The problem of tamper-proofing a glass container is simple in the sense that only one point of the package requires protection—the point of closure. It presents one particular difficulty in that almost every glass container must be reclosed by the consumer since the contents are seldom used in a single serving. Thus most tamper-proof closures are either super closures placed over regular—reusable—closures or two part closures, one portion of which breaks away on opening, leaving another portion capable of adequately re-closing the package. A wide variety of both types of closures is described in the captions which accompany the photographic illustrations.



15. Rubber derivative lacquers are used on the label of the Morton salt package to provide added moisture resistance for the fibre can package.

Certain other types of containers are what might be termed "tamper-proof by nature." Thus a collapsible tube cannot very well profitably be tampered with since the ejection of its contents sufficiently destroys the tube. The same consideration applies to key-opened metal cans and to many of the various types of paper packages.

Closely related to the problems of tamper-proofing and counterfeit-proofing are those arising from common pilferage. There can, of course, be no single guarantee against pilferage short of actually shackling the package or placing it under lock and key. However, many steps can be taken to discourage pilferage or to quickly disclose it when it has occurred.

One pilferage problem is concerned with goods in transit, where shipments shift from hand to hand on their way from the factory to the ultimate consumer. Here pilferage cannot be discouraged by any device constructed into the package itself, but responsibility for loss can be quickly placed as the shipping container is so constructed as to disclose any removal of inner contents at every stopping point when a shift is made from one carrier to another. In this respect, the corrugated shipping container possesses the desired qualities since the strongest portion of such a container is the sealed flap. This strength is disclosed in any form of tamper-proof test such as the drum test and thus a corrugated box properly sealed must be sufficiently destroyed when tampered with to render further use impossible. Thus if the thief attempts to open the box and remove part of the contents in transit, he must necessarily leave ample evidence of this tampering. As a result, concealed thefts are almost impossible and responsibility for loss can be fixed upon the carrier or handler of the package.

A closely similar effect is secured with steel strapping on containers since the thief is seldom in a position to replace a steel strap and since embossings can be placed upon the strap to further discourage replacements.

The pilferage problems which occur in the store are of a different nature in that they usually involve small items of merchandise which can easily be placed into hidden positions on the person. Particularly in stores where open display is a practice, the presentation of such items acts as a virtual invitation to shoplifting. Many manufacturers seek to discourage such pilferage by enlarging the bulk of their package far beyond that required by the nature of the product itself. One of the most widely used means of doing this is the stapling of vials, small bottles, bags and similar small packages to display cards. These cards are usually constructed of a size just large enough to prevent their being palmed and a number of firms report very effective reduction of pilferage since the adaptation of devices of this sort.

In a second section of this study, the Institute of Package Research will report next month on two other phases of protective packaging, namely, protection against the product itself and protection against transport hazards.



GIVE FAMILIAR PRODUCTS THE THRILL OF

*Something
New!*

It's the thrill of something new when your customers notice a cleaner, fresher package... the more attractive and convenient one... even one giving a saving of time or cash. Think of the successes in popular priced articles and you think of packaging leaders. Remember the selling value of small packaging details. Against the field where your product is sold the impression must be more than good. It must attract attention and demand desire. Let us offer our services... If your product can be packaged in cardboard, our experience may help to make it a leader.

Ridgelo
CLAY COATED
BOXBOARDS

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
Blake, Moffit & Towne and Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis • W. P. Bennett & Son, Toronto

Giant head

..... or tiniest thread

EDGEWORTH

AMERICA'S FINEST PIPE TOBACCO



• Direct color photography reproduced by the deep-etch offset process will duplicate the most microscopic details — down to the very pore and texture of skin and fabric — with a startling, rich color and realism that has never yet been equaled — or achieved.

The technical experts of most of the country's advertising agencies and advertisers consider the Einson-Freeman "split spectrum" process undoubtedly the farthest advance in the technique of color reproduction.

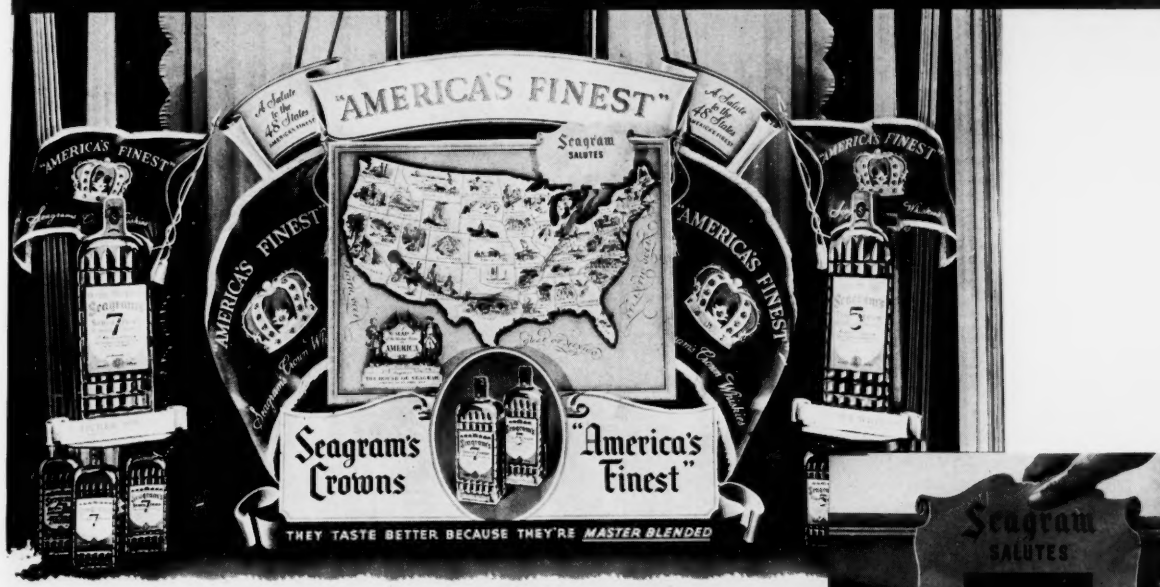
Prove it? With pleasure! Just tell us what type of product interests you and we will send you a group of notable examples (that you may keep for your files) which will be a complete and convincing demonstration of how visibly this process can add to the power — pull — "smash" and sales results of your displays. Write, wire or phone NOW to

EINSON-FREEMAN CO., INC.

Leaders in **DISPLAY LITHOGRAPHY** for Over 35 Years

LONG ISLAND CITY, N. Y.

MODERN DISPLAY



Central display piece of the new Seagram campaign is this multi-plane display. The map, reproduced in eleven colors, is equipped with a flasher bulb device which illuminates the state in which the display is shown. The board to which the map is mounted is die-cut to permit the passage of light through the desired state, different die-cut boards being used for the displays utilized in each state.

SEAGRAM SALUTES AMERICA

with mass produced displays ingeniously
localized to appeal to regional pride

A nationwide advertising and sales promotion campaign has been recently launched by Seagram Distillers Corp. which will, in the next twelve months, involve the company in the most ambitious display as well as advertising undertaking which the liquor industry has seen within the past few years.

The advertising plan is built around a theme of "Salutes to the States" in which individual advertisements featuring a scene typical of each state and carrying interesting and little-known facts about that state will be run at the rate of four each month, so that all the states of the Union will be covered through the year.

While magazine advertising in full color will, of course, have a national circulation, the newspaper cam-

paigns will involve the simultaneous use of completely different sets of copy for release to newspapers in individual states. The newspaper series will be launched with a salute to the particular state in which the advertisement appears and subsequent advertisements will carry photographs and items of interest on other states.

The entire advertising campaign is planned to capitalize upon local pride and upon local interest in the outstanding historical or geographical features of each of the states. In view of the tremendous interest which motor travel has aroused, among the largest portion of the adult population, in the geography of states other than their own, the current campaign is figured to have an extremely wide appeal, even when the particular ad-



Back bar display for tie-in with the "Salute to the States" window display. The unit features the two Seagram Crown whiskey bottles set on a scroll-fronted platform and backed by a royal purple banner.

vertisement or display seen is not that of the state of which the reader may be a citizen.

Tied in with the national advertising campaign is an elaborate plan for point of purchase display, built around the same idea of saluting the states and thus capitalizing upon local pride.

An eleven-color story-map window display has been created and will be used on a national scale. Copy, however, will be localized for each state by the use of a flasher bulb illuminating the state in which the display is being exhibited. Further localization is accomplished by the addition of a small movable panel reading "Seagram Salutes Indiana" (or whatever the particular state may be). Leading from this panel to the particular state in question is a bright red silk ribbon, which completes the general tie-up.

The illumination is accomplished by a flasher bulb set behind the map which itself forms a portion of a large three-dimensional multi-piece display. The maps are uniformly lithographed and mounted on pre-die-cut boards. The cut-outs on these boards are varied in exact proportion to the number of displays required in each state, the area of each state being cut out on the boards



Seagram advertisements tie in with the localized displays to salute and cater to local pride in each of the various states. Historical or geographical scenes are depicted to arouse interest.

designed for distribution within that state. Thus every major portion of the display, including map, backgrounds and flasher apparatus, is identical for each state and can be produced in quantity. Individualization is accomplished by the simple expedient of varying the die-cut on the mounts of the maps and cost is thus held down to a minimum for an elaborate display of this type.

For window display use, side panels reproducing quart bottles of Seagram's 7 Crown and 5 Crown whiskeys, backed by flying banners with the slogan "America's Finest" emblazoned thereon, are provided to flank the main portion of the display. For back bar use, a similar unit has been created presenting the two bottles backed by a single flag.

For localities where the entire window display cannot be utilized, provision is made for the use of the central map section alone. This is supplied with a hanging cord attached, so that it may be used at back bars or hung on the wall at any desired position, with or without the flasher bulb device.

A companion campaign for the company's V.O. Canadian whiskey likewise utilizes magazine advertisements featuring famous Canadian scenes and outstanding

Canadian events and personalities. The pictures utilized to illustrate the various advertisements in this campaign are based upon originals which first appeared in an old and out of print series of volumes entitled "Chronicles of Canada."

The central window display for this campaign ties in with the advertising by continuing the art gallery theme and consists of a two-color painting reproduced on canvas and then mounted on wood for placement on an elaborate three-dimensional easel. The painting may be removed from the rest of the display for hanging on the walls of bars or package stores. When used in full windows, additional display pieces are provided. A palette, simulating parchment and bearing a sales message, forms one of the units. Another consists of a photographically reproduced tray with two-color, life-size reproductions

of a bottle of V.O. and four types of drinks made with the whiskey. A simulated parchment scroll is likewise provided, bearing a reproduction of the bottle once more and another sales message. Space is provided in the recessed easel for the insertion of two quart bottles of whiskey, between the reproduction of the heavy wooden easel supports.

The easel theme is carried on to another smaller display, designed for counter and back bar use, where it supports a parchment shaded placard and a scroll bearing a descriptive sales message and flanked on each side by life-size reproductions of the whiskey bottle. Thus auxiliary display pieces tie in with the main art gallery unit.

Credit: 5 Crown and 7 Crown displays manufactured and designed by Kindred, MacLean & Co., Inc. V.O. displays by Einson-Freeman Co., Inc.

A richly colored historical Canadian scene placed upon an elaborate easel equipped with its own illumination forms the central portion of this Seagram V.O. window display.



The V.O. art gallery theme is carried indoors by means of this back bar display featuring two V.O. bottles flanking an easeled sign.



Change Tray Sells Batteries



As the customer reaches for his change, the glass panel on the front of the display lights up, flashing a thank you message and illuminating a picture of a Ray-O-Vac battery. A tester is located at the rear of the unit. If the battery is in operating order, a little bulb at the top of the display lights up.



Molded flasher device produces quadruple sales increase in extensive retail tests

Nearly every housewife has several dead flashlights tucked away in dresser drawers or in the glove compartment in the family car—flashlights in no way defective in themselves, but "dead" simply because the owner has forgotten to replace the worn out batteries.

The Ray-O-Vac Co., battery manufacturer, is naturally interested in encouraging such battery replacement, but their problem has not been merely one of dramatically reminding flashlight owners of their need for batteries. It has been a dual problem of achieving this aim and, at the same time, making certain of the fullest dealer cooperation.

While an ordinary still, lighted or motion display might be very dramatic in its impact upon the passing consumer, it would have failed in its purpose unless it made certain that the dealer would give it *prominent* and *permanent* position in the store.

Thus the company sought a device which would, by its very nature, occupy a place of importance in the store and would preferably use light to sell light. The solution was found in a uniquely effective flasher change tray that is repeatedly winning permanent position on thousands of retail counters.

The tray, as finally developed after the trial of a number of designs, is molded of black Bakelite. A cup, into which the dealer places change, is situated at the front part of the display and on an incline immediately behind this is a glass panel which illuminates as the customer reaches for the change. This flashing panel carries a thank you message and, when illuminated, a colorful picture of the company's Ray-O-Vac armored top battery appears.

In six receptacles situated on either side of the thank

you panel appear six flashlight batteries as an added means by which the dealer can convert consumer interest into a sale. A battery tester is located at the rear of the display. The dealer, by attaching any cell to contact points provided by this portion of the unit, causes a little bulb situated at the topmost point of the display to light up. This eliminates the necessity for fumbling with the various parts of a searchlight in order to test the new cells. The convenience of this portion of the device for the dealer is counted upon by the company to maintain dealer interest in the displays and thus to retain the space which dealers originally allotted, in preferred counter positions, to the new molded units.

Prior to the introduction of the present model, the company experimented with a series of hand made models over a period of more than a year. These displays were installed in stores of all types and, the company reports, in no instance did the sales increase amount to less than 400 per cent. In many stores sales were actually multiplied from six to ten times, nor, considering it from the dealer's point of view, were all of these sales to be looked upon as mere switches from one brand to another. The vast majority of them represented "reminder" sales in which the purchase was made and the product consumed several months earlier than would ordinarily have been the case.

Cost of operation of the new unit is limited to the cost of the two unit cells required to operate the flashing light. As these cells need replacement only after some six months of operation, actual operating costs are practically nil. The tray itself is offered free to dealers on the order of a given quantity of flashlight batteries.

Credit: Molded of Bakelite by the Richardson Co.

A HIGH TOTAL OF VALUE

add this up

REAL, LIVE IDEAS,
premised upon many, many years of
sound merchandising experience.

POWERFUL AND COLORFUL DESIGN,
by creative artists; to put across those
ideas with the maximum appeal and
effectiveness, and incite buying action.

EXACT AND FAITHFUL REPRODUCTION,
by craftsmen; with that quality touch
that enhances the prestige and
character of product and company
name, and creates a desire to possess.

NEW MANUFACTURING EQUIPMENT,
modern, highly efficient, for fast,
economical and quality reproduction.

total **CREATIVE CO-OPERATION**
..... *by* **FORBES**

*Creators,
Designers
and
Producers
of*

- DISPLAYS
- CUTOUTS
- CAR CARDS
- POSTERS
- PAPER TRIMS
- HANGERS
- BANNERS
- FESTOONS
- STREAMERS
- COUNTER CARDS
- MERCHANDISERS
- BASKETS
- NOVELTIES
- CARTONS
- LABELS
- WRAPPERS
- STICKERS
- PACKAGE INSERTS
- BOOKLETS
- FOLDERS
- COVERS
- CATALOGS
- PAMPHLETS
- CIRCULARS
- ANNOUNCEMENTS
- ART PLATES
- CALENDARS
- STATIONERY
- MENUS
- BLOTTERS
- CHECKS
- BUSINESS CARDS
- PRINTED CELLULOSE

FORBES



LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK CHICAGO PHILADELPHIA CLEVELAND ROCHESTER DETROIT

WIRE STIFFENED DISPLAY

provides simple means for insuring proper rigidity to low cost, medium quantity display units

An ingenious, yet essentially simple device, has recently been developed to permit the use of corrugated display materials in new and unique ways in the formation of elaborate multi-plane displays. By a special patented wire construction—used in conjunction with their new two-faced corrugated board, made by The Capex Co. under the name Rigidor—it now becomes possible to produce displays which may be shipped flat and quickly erected into three-dimensional rigidity, without requiring easels, die-cut locks or other types of support.

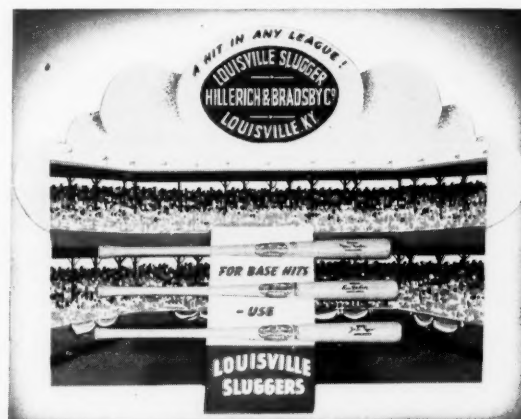
The new board is a double faced heavy corrugated available in a wide range of colors. To eliminate any appearance of corrugation, the colored surface of the board is embossed.

Since the board may be scored and bent in any direction, the problem of securing multi-plane rigidity has been solved by the insertion of ordinary bending wire through the flutes of the board. Scoring can be done by hand or machine before or after the wires have been inserted and the wires can be inserted with or against the fluting with equal results. Thus the scored display board is shipped flat and, on arrival at the display location, is merely bent along the various scored lines. The wire both takes and holds the bend and thus provides the necessary rigidity.

This wire construction has already been applied in many ways to form side wings, platforms, shadow boxes and similar portions of displays. Used in conjunction with Flexicor, a single faced corrugated board of similar type, this new material would seem to be particularly applicable to the medium quantity display range where the silk screen process can be utilized. It would also seem to offer particular advantages in the matter of shipment since displays made by this method may be shipped flat as a single board or series of boards.

In some instances, boards of this type have been used in test campaigns. Thus the American Stove Co. display, here illustrated, was first ordered in a test quantity of 200. The success of these displays led to a rush order for an additional 100 displays which were produced and shipped within five days. Three additional rush orders in similar quantity came through at short intervals. These, too, were capable of fulfillment in short order because of the simplicity of the production methods utilized. Such short order runs can, furthermore, be produced without the necessity for penalty prices.

Through utilization of a patented wire construction combined with two-faced corrugated display board, three-dimensional effects are achieved without requiring easels or other types of support. The same wire construction may be used with single-faced board as well.



THE HINDE & DAUCH PAPER CO.

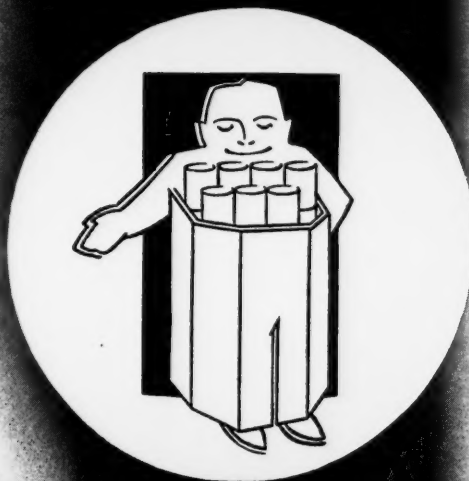
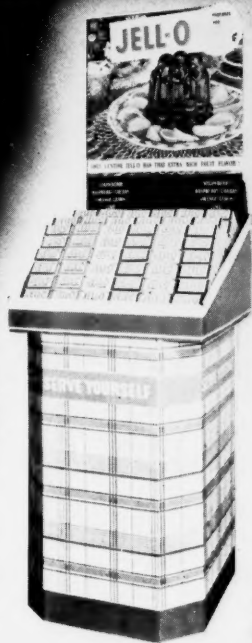
Display Stand Division

SANDUSKY, OHIO

NEW YORK OFFICE
438 West 37th St.



CHICAGO OFFICE
3301 W. 47th Place

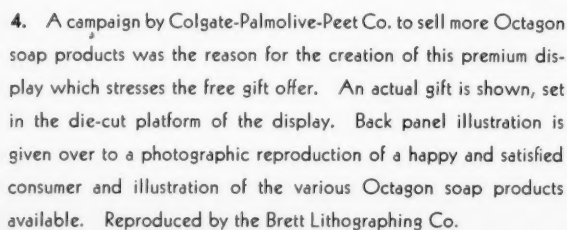
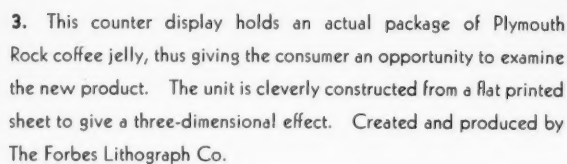
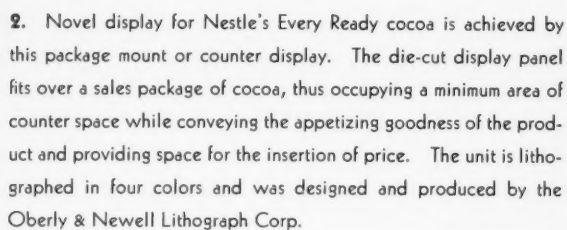
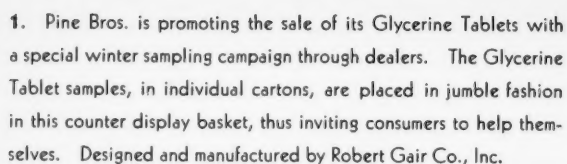


SELL MORE MERCHANDISE WITH

Selmer

TRADE-MARK

CORRUGATED FLOOR DISPLAYS



DISPLAY GALLERY





5

5. Wood base and foil background combine to effect a sophisticated setting for the various hand preparations of The Revlon Nail Enamel Corp. The graceful hand on the central panel and all lettering are embossed on the foil background which catches light to spot the attention to the products which are set in the die-cut platform, permitting examination. Produced by the Chaspec Manufacturing Co.

6. A unique combination of humor and direct color photography places Esslinger's well-known winking bell-hop trade mark in a new role. Here he acts not only as a salesman for Esslinger beer, but suggests the tempting food combinations with which the beer can be served. Created and produced by Einson-Freeman Co., Inc.

7. Bauer and Black are now marketing a new hand lotion—Velure. A premium offer of one pair of Kleinert rubber mittens is given with each purchase of a 5-oz. bottle and a display has been adopted which effectively presents both the new product and the message of the premium offer. An actual sample of the mitten is incorporated in the back panel of the display and packages of the mittens are held in a box attached to the front of the unit. Space on either side of this box permits the display of four cartons of Velure. Produced by Zippodt, Inc.

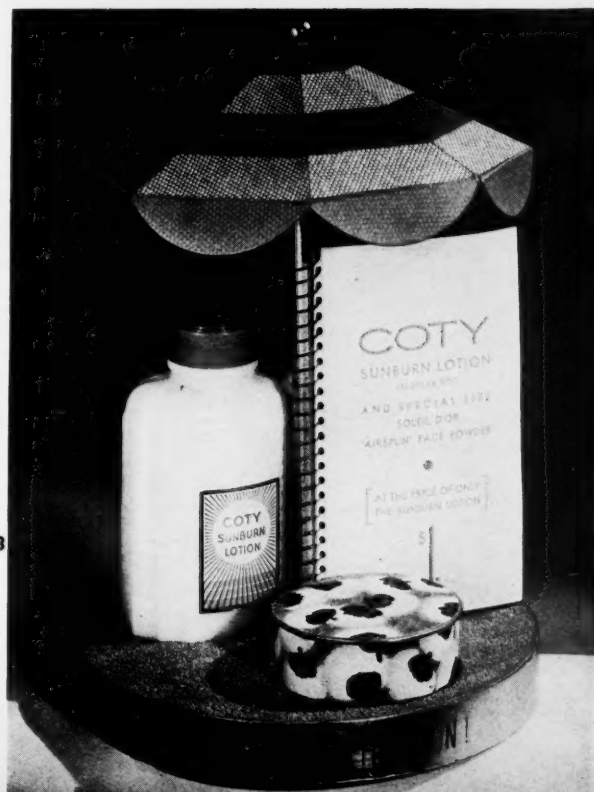
8. An effective merchandising display for Coty sunburn lotion and powder is achieved by this unit which is constructed to simulate a summer beach umbrella. The base is made of cork to resemble sand and the umbrella is colorfully striped in yellow and orange. The announcement of the combination offer of lotion and powder is presented to a card spiral bound to the umbrella handle. Designed by Coty, Inc. and manufactured by the Arrow Manufacturing Co., Inc.



6



7



8



Occupying a minimum counter area, the Sparklets display provides ample space for the stocking of packages in openings on either side of the unit. A cardboard insert at the top of the display is removed when a fresh supply of packages is to be inserted.

SPARKLETS DISPENSER DISPLAYS

advertise, store and display their products
in less than 25 sq. in. of counter space

Two unusual new dispenser displays have been developed for the sale of the Sparklets Corporation's Sparklet Bulbs and Spark-Whips—cartridges used in charging syphons and in making whipped cream, ice cream and aerated milk products. The designers have ingeniously taken advantage of the weight of the product itself to plan displays occupying an extremely small counter area yet holding a very substantial quantity of merchandise, since the heavy cartridges afford great stability to the display despite its small cross section.

By this means they have achieved an unusually large display panel upon which are pictured not merely the product itself as it appears in the package but also the charging syphons in conjunction with which the bulbs are to be used. The company thus gains ideal display advertising for every product it manufactures, while dealers who might ordinarily be reluctant to devote extremely valuable counter space to an item of this sort, or to such advertising, find their reluctance overcome by the convenience of the displays themselves and by the small demands they make upon counter areas.

Each display contains two tiers of cartridge packages rising from about one inch above the ground line to the top of the towerlike unit. The walls of each unit are cut away at the sides to permit access to the three lowermost packages in each pile. Thus the dealer can remove a package for sale, knowing that the force of gravity alone

will automatically replace it by another one and keep the display fresh looking and "full looking" all the time.

Since the cartridge packages are made in several sizes, the opening on either side of each display is made large enough to permit access to more than a single package at a time and thus to permit the dealer to select whichever size the individual customer may demand. Replacement of stock may be made by removing a cardboard insert at the top of the display and simply dropping in new packages. This insert is masked behind a breakback carton flap which, when the display is in use, forms an extension of the front panel of the unit.

The shape of the new Sparklets displays makes for ease in shipment and low shipping costs. The units are rectangular in shape and may thus be shipped in ordinary outer carrier containers, complete with their full complement of small bulb packages. On arrival at the retailer's store, they require no setting up beyond the mere lifting of the breakback top flap.

Surface design is characterized by the use of broad masses of color, black, red and white being used for the Sparklet Bulbs display and blue, orange and white for the Spark-Whips dispenser. Both color schemes are the same as those used on the cartons for their products and thus tie-in between packages and displays is secured.

Credit: Design and manufacture of both displays, Robert Gair Co., Inc.

IN MERCHANDISING

EVEREADY
EXTRA LONG-LIFE BATTERIES
10¢

VENT FAN

DELCO 6-3
The New
AUTO RADIO
WHILE YOU WAIT
Installed
FOR ALL CARS

VERSHARP Repeating PEN

BLUE JAY
Removes CORNS, ROOT and ALL

ADVERTISING METAL DISPLAY COMPANY
manufacturers & designers
FACTORY & GEN'L OFFICES—125 GREEN ST., CHICAGO
EASTERN BRANCH—2 EAST 23rd ST., NEW YORK CITY
• REPRESENTATIVES IN PRINCIPAL CITIES •

"metal displays for permanency"



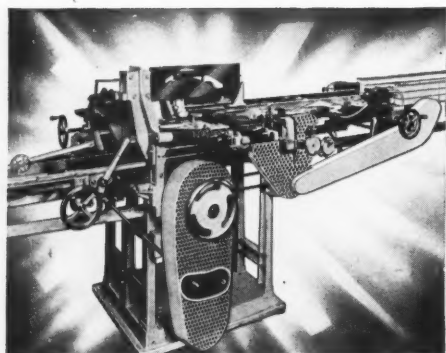
... We aimed to give manufacturers what they needed most, and we hit the bulls-eye smack in the center!



A More Quickly Adjustable Wrapping Machine—Model FA-Q

With our new Model FA-Q, you can change from one size package to another *in only ten minutes*—one third of former time for this adjustment. Hand wheels are conveniently located for all adjusting . . . no tools are required.

Moreover, the FA-Q has an extremely wide size range. And it can be equipped to handle glassine, transparent cellulose, waxed paper, foil, or plain paper wrappers. Such versatility makes it ideal for manufacturers in many fields.



Speed is 40 to 70 packages per minute, depending on the size and nature of the package. Uses roll or sheet feed. ELECTRIC EYE may be provided for registration of printed material fed from a roll.

Compare your present wrapping methods with the advantages offered by the FA-Q. Consult our nearest office, or write for literature.

PACKAGE MACHINERY COMPANY Springfield, Massachusetts
 NEW YORK CHICAGO CLEVELAND LOS ANGELES
 Mexico, D. F., Apartado 2303 Buenos Aires, Argentina: David H. Orton, Maipu 231
 Peterborough, England: Baker Perkins, Ltd. Melbourne, Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

PACKAGING PRODUCTION MACHINERY AND EQUIPMENT

1. Designed some 18 years ago, the Good Luck packages remain in good taste and of modern appearance today. Note the debossed code dating on the top panel of each package.



"SMALL BUT AUTOMATIC"

aply characterizes the dessert packaging and manufacturing plant set-up of the Good Luck Food Co., Inc.

The Good Luck Food Co., Inc. is by no means a giant of industry. Even within its own field—the making of powdered dessert preparations, it occupies a size position several steps behind that of a number of other firms. And, to a very large degree, it occupies this position as a matter of choice since its policy has been a conservative one and has sought to avoid the use of its products as loss-leader items. The price of its products is substantially higher than that of most competitive products, a fact which is explained by company officials as being due largely to the superior quality of the ingredients placed within each container and to a deliberate effort to win a steady rather than a "sensational and promotional" following for its brands among both dealers and ultimate consumers.

Yet, though relatively a "midget" as a food product manufacturer, the Good Luck Food Co., Inc. is completely modern and up to the minute in its manufacturing

and packaging methods. In its Rochester plant, material handling problems have been reduced to a minimum by the introduction of a gravity flow system. Batch scales are located on tracks or trolleys to permit of easy, low cost movement. Supply hoppers are located on an intermediate floor directly below the batching and sifting equipment and directly above the package filling machines and here again a system of tracks and specially constructed hopper mechanisms permits of easy handling of the entire production of the company by a single operator at this point. Even so, the operator finds time available to perform other tasks.

Thus the ground floor of the three-story plant is utilized for packaging operations as well as for the handling of outgoing shipments. Behind wide windows facing the street, appears a single completely automatic packaging line which operates on a two- and three-shift basis at a speed of approximately 60 completed pack-



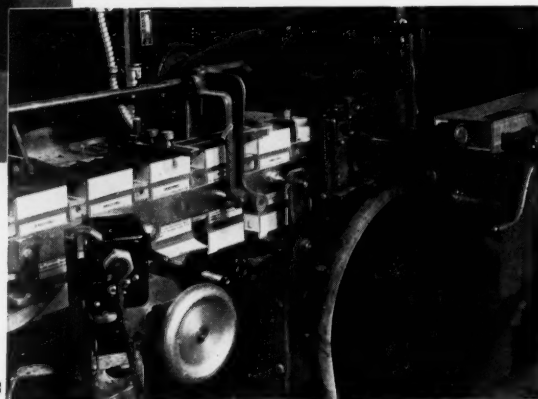
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ages per minute and with a daily average production—despite rest periods and changeover time—of substantially better than 50 packages per minute.

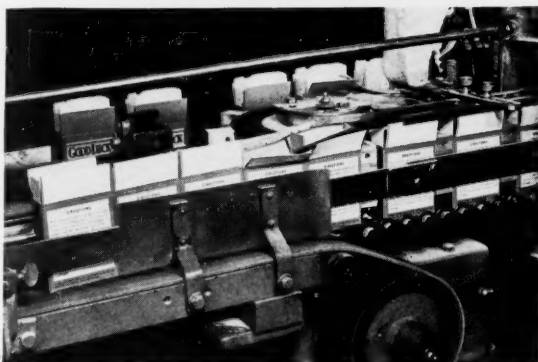
The packages produced on this machinery, while similar to those utilized throughout the industry, have several points of difference. Their extremely modern and attractive design belies the fact that they were first planned some 18 years ago and have been in use, with only slight modifications, ever since. A specially shaped cut of bag is utilized, to provide an extremely sturdy and sift-proof seal when bag and carton flaps are glued together. Finally, each bag is identified by a debossed, code date-marking which permits an instant checking of every package, its ingredients and the operators who worked upon its production, at any time should the need arise.

The package equipment consists of a completely automatic and integrated packaging line. Operators and attendants are used at only three points on the line. One attendant receives empty cartons from storage and removes these from the boxes in which they are shipped to the plant, placing them into the carton sealing machine's feeding reservoir. Another attendant removes the finished and packed cartons as they drop from the end of the conveyor line and places them in shipping containers which are periodically removed to storage rooms or shipping platforms. Two operators are utilized at one other point in the line, immediately after the packages have been filled. The function of these operators is a dual one, since they not only place into the package a tablet and gelatin capsule, essential in some of the types of products packaged, but likewise perform an inspection operation at this point. One of these operators serves as attendant supplying the hop-

2. General view of the packaging line. Cartons are set up at the far end, proceed past the bag inserting and filling machine (foreground) and then return to the far end for final top sealing. 3. The automatic carton erecting device removes cartons from reservoir, squares them and seals the bottoms. 4. A simple cam operated press debosses the date on each carton lid.



3



4

per of the machine which inserts bags into the cartons.

The line consists of four machines, synchronized to work at uniform speeds and so connected by an interlocking conveyor mechanism as to form a single unit extending some sixty-odd feet in length. The packages, which start as empty folded cartons at one end of the room, proceed to the opposite end of the line and then return to approximately the point of origin, where they are removed, completely sealed and made ready for shipment.

An automatic finger lifts the cartons, one by one, from the carton reservoir and "squares" them by reversing the fold of the carton edges and running each

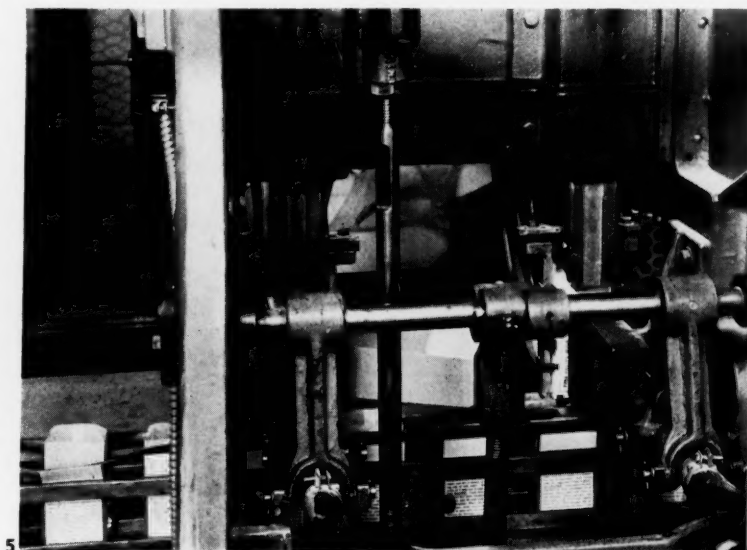
carton through a pair of rollers. On leaving these rollers, the cartons spring into place on a star wheel which carries them, evenly spaced, toward the bottom-sealing mechanism. Here the forward flap of the carton is bent into position as it passes over a metal bar and the back flap is pressed forward by the extended fingers of a small notched wheel revolving, properly synchronized, below the moving cartons. Glue is applied to the two side flaps and guides then turn these over and apply the necessary sealing pressure.

As the cartons leave the bottom-sealing mechanism, two guides force apart the top side-flaps so that one of these falls to the proper point between the jaws of a debossing press operated by cam action and used to imprint the code date-marking upon the carton. The simple mechanism is so constructed that it is a matter of but a moment or two for the operators to change the date insignia at the start of each day's run.

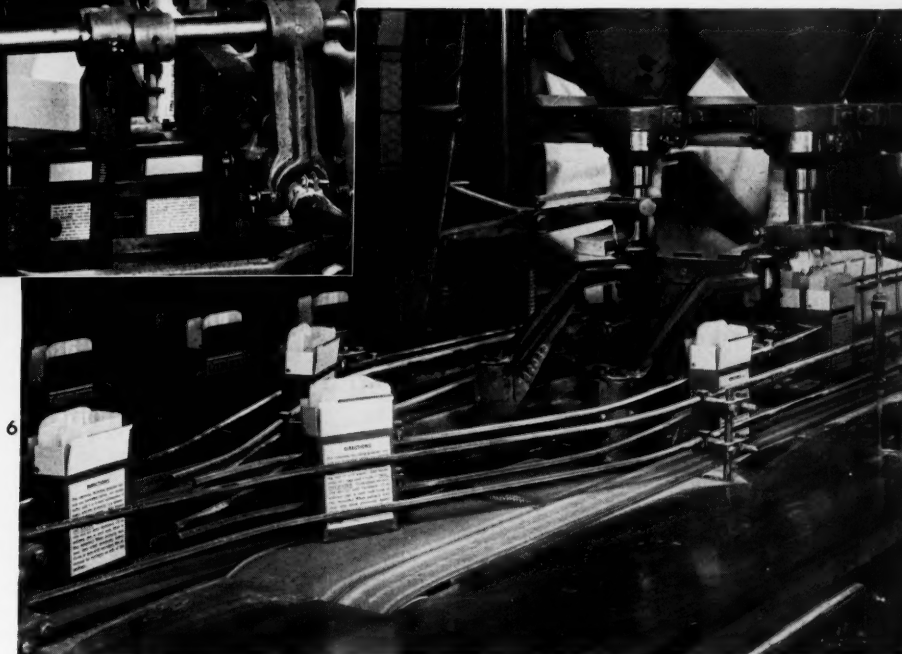
The cartons proceed along the conveyor belt to a spacing mechanism which places them at the proper distances apart from each other, prior to their passage into the bag inserting machine. This is a tandem type of machine which inserts two bags into two cartons at one time. The machine therefore operates at ap-

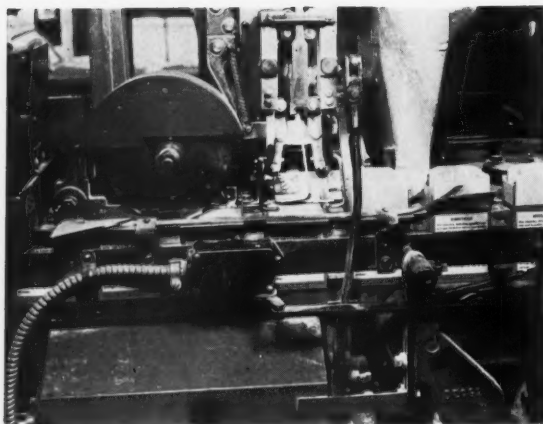
proximately half the speed of the carton sealing mechanism, or approximately 30 strokes per minute. The bags are held in two reservoirs and are removed, one at a time, by pneumatic fingers which open their bellows fold in the process of lifting the bags from the reservoir. As the cartons come into place under these pneumatic fingers, a pair of piloting arms descend into each bag, filling it out to its proper expanded shape and placing it firmly within the carton. The arms lift away to permit the bags to travel onward, with the cartons, toward the duplex filling machine.

Two filling spouts are here utilized with a single, two-throated hopper with duplex auger feeds. This hopper is fed from the portable supply bins on the floor above. The pressure of the oncoming cartons upon a delicate solenoid switch is used to open the filling mechanisms. An oscillating arm alternately places an empty carton into position under one or the other of the two filling feeds. Thus one carton is always being filled while the other station is discharging a filled carton and receiving an empty. A cam adjustment is provided, governing the quantity of material fed by the augers through each feeding head and thus the contact of an oncoming carton causes the machine to deposit exactly



5. A tandem bag inserting machine opens, shapes and places two bags at a time into the cartons waiting below. 6. The duplex filling machine removes one carton and replaces it with another while a third is being filled. All machines are of Stokes & Smith Co. manufacture.





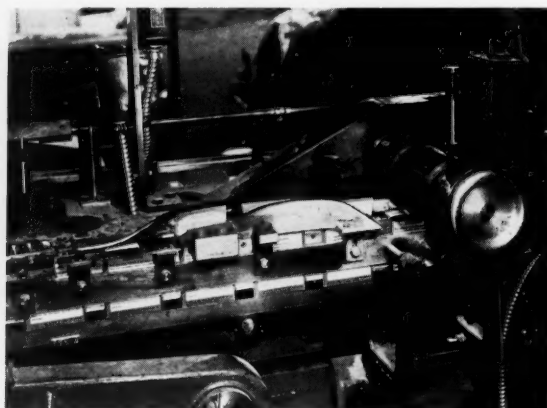
the right amount of material into the carton which already stands under the filling head.

The filled cartons are discharged from under the filling machine onto two conveyor belts which merge into one a few feet beyond the machine. Since the cartons are filled and discharged alternately, no jamming problem occurs at the point of merger. Just beyond this machine stands a check weighing scale upon which occasional cartons are placed to make certain that the exact amount of fill is being placed in each container.

The conveyor line makes a 180 deg. turn at this point and proceeds past the inspection operators. These operators insert tablets and capsules, required by some of the products, into the containers. While this operation could be carried out by machine, the company prefers to use hand operators at this point to insure the rejection of damaged tablets and the elimination of any undesired outside matter that might accompany the tablets or capsules. Thus while a machine might pass a broken or chipped pressed-powder tablet—or might even, in fact, contribute to the breaking or chipping of such a tablet—the operator-inspector can be counted upon to eliminate such damaged pieces. Since only one tablet is used in a package, it is of extreme importance to the company that each housewife receives a complete tablet—containing exactly the right amount of its ingredients—and equally important that no consumer becomes antagonized towards the entire line of Good Luck foods by being given the impression that the product is carelessly prepared or put up otherwise than in the most sanitary and accurate manner. Such proper proportioning of ingredients is perhaps more important in the dessert powder field than in any other, since such products are completely dependent upon proper proportioning—in the factory—for their full flavor and appealing appearance in the home.

Proceeding down the belt toward their point of origin, the filled cartons pass to the gluing and sealing mechanism. Here guides turn the side flaps of the package out of the way and delicate wire fingers step in to fold the bellows seam of the protruding envelope inward. Another finger kicks the now folded envelope

7. The intricate bag closing fingers and the tab closing wheel work in unison to provide the necessary folds for a sift-proof seal. 8. The glue wheels apply adhesive to carton tabs and to the protruding bag thus forming a tight sift-proof container.



top over to one side, where a guide holds it against the side flap of the carton. The small end flaps of the carton top are folded into position as the cartons pass a revolving notched wheel and a glue roll then applies glue to all four carton tabs. In applying glue to the outermost of these tabs (the one that will form the exposed top of the package when finally closed), the glue roll simultaneously places glue over the ends of the inner bag as well. These ends are so cut as to present four separate surfaces to the glue roll and thus, when cemented into position, provide a perfect, sift-proof seal. Guides alternately turn the side flaps over into glued position as the cartons move onward down the conveyor line and proceed through a double belt mechanism which holds the cartons while the adhesive sets.

A special heating mechanism is used in conjunction with the glue pot at this point, to insure proper setting of the adhesive. By the use of this mechanism, the high speed operation of the machine is made possible *in conjunction with* the use of an undiluted adhesive, since the proper flow of the adhesive is secured by means of heat rather than through the use of thinners.

At the discharge end of the glue setting mechanism, the cartons are picked up by the packing operator and placed into shipping cartons which, in turn, are placed into corrugated shipping containers. Here again hand operations are used at a spot where machines might be utilized, partly because of space limitations, but principally because of the desire to add still another inspection operation and thus to maintain package quality at an extremely high level. Another reason for utilizing hand operations at this point is found in the fact that occasional orders require the insertion of advertising matter into shipping containers. Such intermittent insertions necessarily require hand work since they vary in size and shape and are quite often omitted altogether.

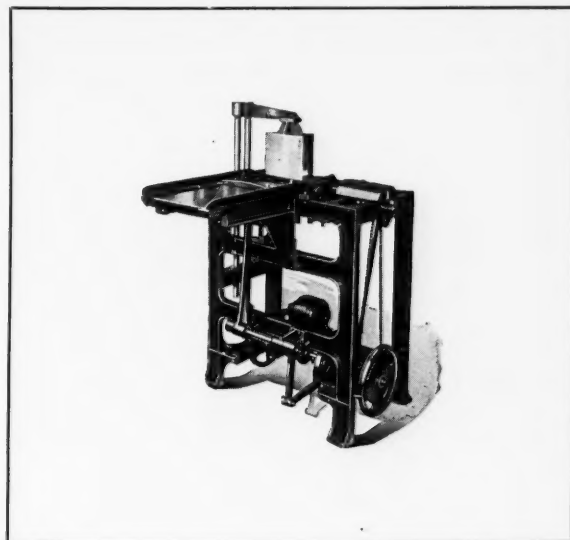
Credit: To Stokes & Smith Co., who designed and manufactured the entire packaging line.

Are your carton packaging costs too high?

There are many plants who work on an unusually small margin per package because their packaging costs are exorbitant.

If this applies in your case, send us samples of your cartons and ask us to recommend machines to reduce your packaging costs.

Our machines are built in different models to handle production requirements ranging from 30 to 60 cartons per minute and we will be pleased to send complete information on the most economical and efficient machines to install.



Above: This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 30-40 cartons per minute, requiring only one operator. After the cartons are set up, they drop onto a conveyor belt where they are carried to the packing table or filling unit. Machine can be made adjustable to handle a wide range of carton sizes.



Left: This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE automatically closes 30-40 cartons per minute, requiring no operator. The cartons enter the machine on conveyor belt. This machine can also be made adjustable to close a wide range of carton sizes and usually operates in coordination with the above PETERS JUNIOR CARTON FORMING AND LINING MACHINE.

PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois

BELT LINE OPERATIONS

speed up Schick Shaver packaging,
inspection and shipping departments

To the general public, packaging machinery is largely a great unknown. To those who do know of its existence—either because of an occasional visit to a machine-using plant or because they have seen such machines in use at fairs or exhibits—the mention of packaging machinery conveys the idea of completely automatic—almost miraculous—devices which turn out completed packages with machine gun speed.

While the completely automatic packaging line is by no means a novelty, great numbers of packagers cannot possibly utilize such machines for some or all of their packaging operations. Many packagers have a production too small to justify the investment and the overhead of completely automatic installations. Others, with intermittent production or extremely frequent change-overs, likewise find it desirable to employ semi-automatic and hand packaging methods at at least some stations. And others, like Schick Dry Shaver, Inc., are led to the use of hand packaging methods through the need for careful testing and inspection of their products. In the case of the above named company, hand methods are found desirable for another reason as well—since package production is closely tied in with actual shipment of the product and the selection of a wide variety

of types of shaver for shipment requires careful and intelligent hand workmanship.

In planning the packing and shipping rooms of the recently expanded Schick Shaver plant, the company has, however, not neglected any means of combining machinery with hand operations to facilitate the movement of goods and to speed up packaging production. Thus we find straight line operations throughout the long one-story building which forms the packing and shipping departments of the Schick plant.

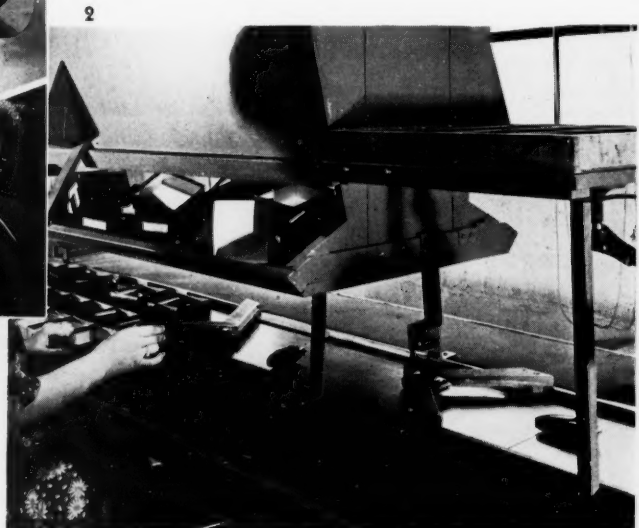
Completed shavers arrive at this building in trays carried on tote-trucks through a covered passageway from the main factory building. The first step toward packaging consists of an examination and testing of each shaver, which is performed at the head end of a long packaging table extending for some 80 to 100 feet. Operators seated at either side of this table plug each shaver into test circuits to determine current consumption and to permit of a test run of several minutes—sufficient to make certain that all operating parts are functioning properly.

Shavers which pass the test are placed upon a slowly moving belt conveyor which forms the central panel of the packaging table and proceed to the next station where they are placed by operators into the bottoms of the set-up boxes which form the Schick Shaver package. Just prior to their arrival at this point, each shaver passes through a pair of slantwise guides and past a small counting device which provides a measure of the production of this line. A second wooden guide



1. Inspectors test every Schick shaver as it comes from the manufacturing department and give it a trial run. Shavers which pass the tests are placed on the conveyor belt located at the center of the testing table.

2. An accurate count of shavers is kept by this simple device which guides each unit past a small trip which, in turn, works the counting meter. Packers place each shaver in the bottom of a set-up paper box and return box and shaver to the conveyor belt.

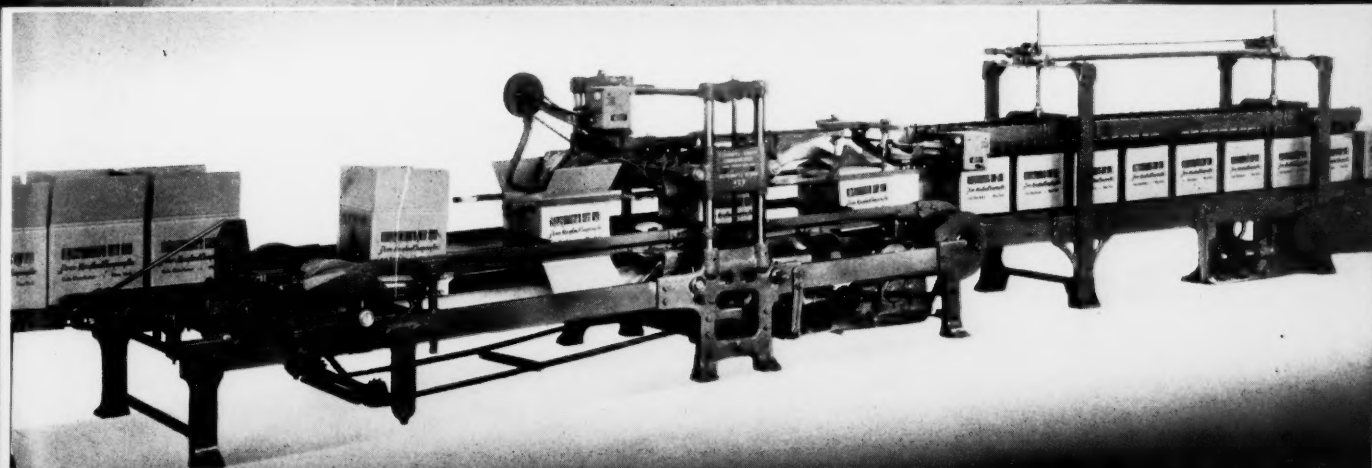


THESE CANDIES TO FILL
AMERICA'S SWEET TOOTH
Are Case Sealed on STANDARD-KNAPP
Equipment!

Beech Nut and Baby Ruth and Hershey and Wrigley—and many other candies America knows—and loves—are case sealed on STANDARD-KNAPP equipment.

Manufacturers of candy stand agreed that STANDARD-KNAPP case sealers turn in an incomparable job: in efficient, smooth running performance, in economy of production and maintenance, in rugged dependable service.

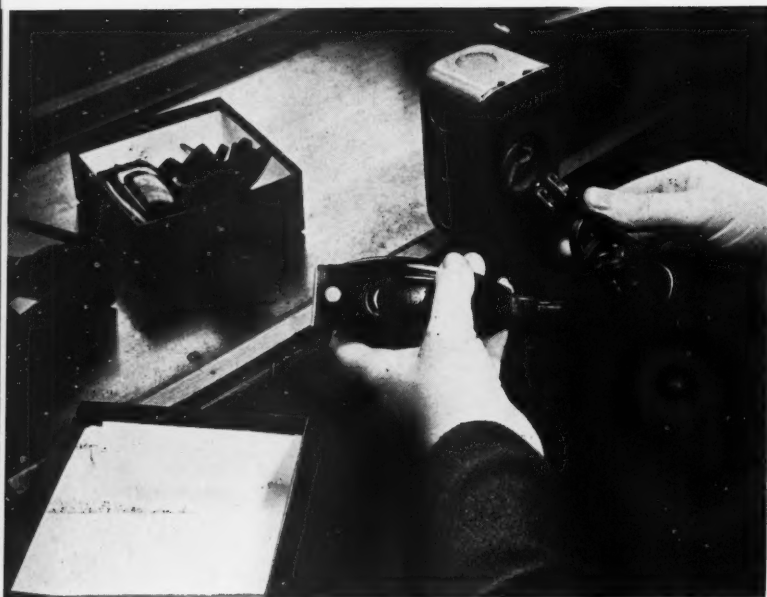
Have you investigated STANDARD-KNAPP case sealers as the solution to your production and cost problems? Do so now . . . and let us show you how . . . and how much . . . one of these case sealing machines can do and save for you. Write now for full information.



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 32nd PL., LONG ISLAND CITY, N. Y.	208 W. Washington Street CHICAGO	1001 Society for Sav. Bldg. CLEVELAND	909 Western Ave. SEATTLE
420 S. San Pedro St. LOS ANGELES	300 Seventh Street SAN FRANCISCO	315 South West Pine Street PORTLAND, OREGON	Windsor House, Victoria St. LONDON, ENGLAND



3



4

3. Plug cords are matched to shavers and tested further down the packing belt. The matched sets are then returned to their boxes. 4. Shavers are wrapped in cellophane bags and inserted into leather containers and the packaging operation is then completed by placing the set-up box top into position.

deflects the shaver toward the operator who sits in front of a large wooden bin erected above the table. Onto this hopper-type bin, the bottoms of the set-up boxes are dumped in quantity prior to the beginning of a day's run. The bin is so constructed that the operator may withdraw boxes from an opening near its bottom as these are required.

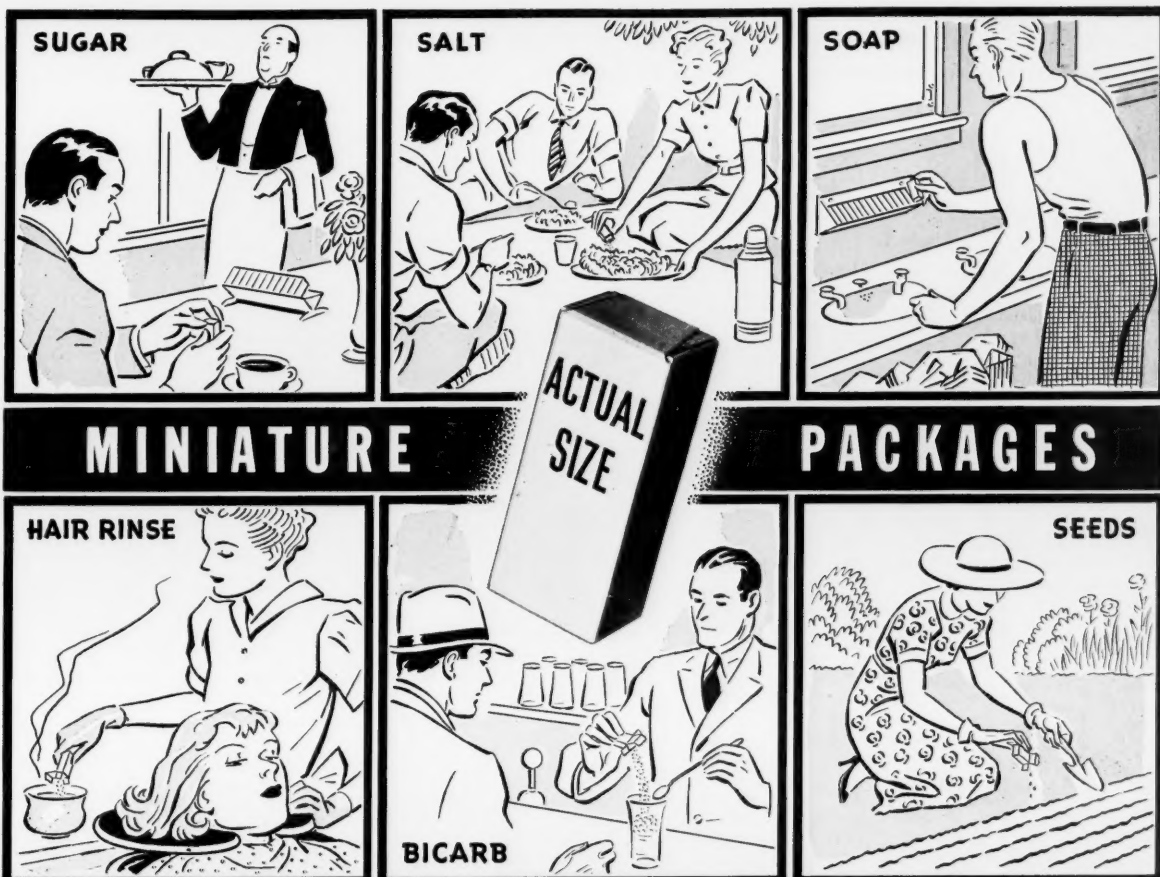
Upon placing the shaver into the box bottom, box and shaver are once more placed upon the conveyor belt and proceed onward to a second testing station. Here plug cords—which have likewise been carried in by tote-trucks from the factory division—are tested and matched to the shavers and the complete unit itself once more receive a trial run under the proper current conditions. After testing, the box, now containing both shaver and plug cord, proceeds once again on the same conveyor belt towards a second packaging station.

Here deflectors again shift the boxes towards the operators on either side of the table, who place a cellophane bag around each shaver, insert shaver and cord into a leather carrying case, return the completed product to the box bottom and place the telescoping box top upon the now assembled product. A hopper of construction similar to that used to retain and feed the box bottoms is here employed to hold the telescoping tops. Metal reservoirs attached to this hopper provide the operators with the necessary transparent cellulose bags. Thus all supplies of packaging materials are kept in readily available position where refilling operations may be carried on without interrupting

and thus slowing up the work of the packaging staff.

The completed containers come off the conveyor just beyond this station, where they are placed by hand into wooden trays and removed to nearby storage vaults. In these storage vaults the many types of shaver required to meet varying current conditions and varying color tastes are retained for subsequent delivery to the packing and shipping tables which are situated immediately beyond the packaging line.

They are withdrawn from stock as required and brought to these tables where girl operators make up the orders. Since orders may vary from a single shaver to many hundreds, the company has developed a number of shipping containers designed to provide the most economical packing for any given type of order. The basic container is that used for a single shaver and consists of two pieces of single-faced corrugated board wrapped around the set-up paper box and placed within a three-piece folding corrugated sleeve-type shipper. Similarly constructed containers accept two, three or more set-up boxes, according to the requirements of the order. Supplies of these containers are available to the order-filling operators on shelves situated immediately above the packing tables. For larger orders, where corrugated shipping cases are required to hold a quantity of boxes, these cases are set up in a side room and brought to the operator at the same time as she receives the necessary number of shavers to fill the order. This eliminates the necessity for keeping a great quantity of packing stock in the packing room itself.

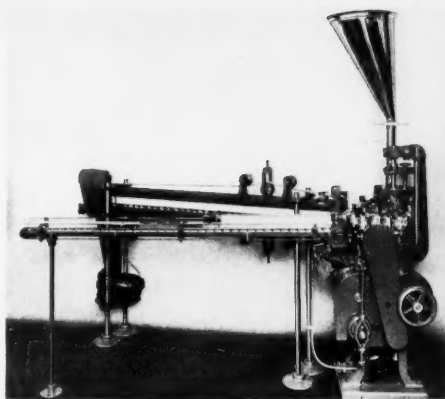


PRESENT NEW MERCHANDISING POSSIBILITIES

Pneumatic has designed and built a Combination Filler and Sealer to handle miniature packages at a speed of 100 per minute. Eight machines are now in operation handling packages as small as $\frac{1}{2}$ " thick x $\frac{3}{4}$ " wide x $1\frac{1}{2}$ " high and accurately measuring $4\frac{1}{2}$ grams of powdered material.

The success of this miniature packaging operation points to potential applications of similar individuals in many fields. The miniature or individual container is a profitable item and good advertising for the manufacturer. It is convenient for the consumer to purchase, carry and use. It can be designed to answer most requirements for easy opening or for sifter tops. It can be made any size approximating the above dimensions. Automatic, hi-speed Pneumatic machinery will feed, form, fill and close it with low cost efficiency.

Perhaps you would like to have more specific data on miniature packages for your market. We'll gladly give you a complete report. Just mail the coupon to Pneumatic.



PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Avenue, Quincy, Mass. (Norfolk Downs Station)

We are interested in individual
packets for these products

Company Name _____

Address _____

Individual _____

OCTOBER 1938

79

5. The basic Schick shipping container is here shown. It provides full cushion protection for the delicate mechanism. 6. General view of the order filling and packing tables. 7. The postal meter operator can start and stop the package conveyor belt by either hand or foot control. Each group of packages moves down the belt accompanied by its own order slip.



5



6

The packers make up each order and then place it, with its accompanying order forms, in the hands of a second group of operators who stand at stations at a long table running at right angles to the packing tables and extending down the length of the room. Here each shipper is taped and sealed and then the group of shipping containers or mailing packages making up any single order is placed in a pile on a second belt conveyor running parallel to and situated immediately behind the taping table.

The movement of this belt conveyor is controlled by a postage checking operator located at the far end of the conveyor. This operator is equipped with a Postometer scale, permitting him to get an instant calculation of the quantity of postage required by any package going to any postal zone. Since the weight of a completed shaver package is known, within very close limitations, he is able to instantly check the sealed shipping containers and to know whether any incomplete package has been placed—mistakenly or by design—into a sealed shipping container. Thus if any discrepancy in weight is noted, the shipping container and its accompanying order blanks are returned to the head of the traffic department, who can thus check the cause of the discrepancy.

A separate group of packing tables, likewise feeding onto the shipping conveyor belt, is utilized for the packing of shavers coming from the repair department of the factory. This segregation is necessary since such shavers must be returned to their original source in their original containers and since a number of special checking operations are necessary in the case of repaired shavers.

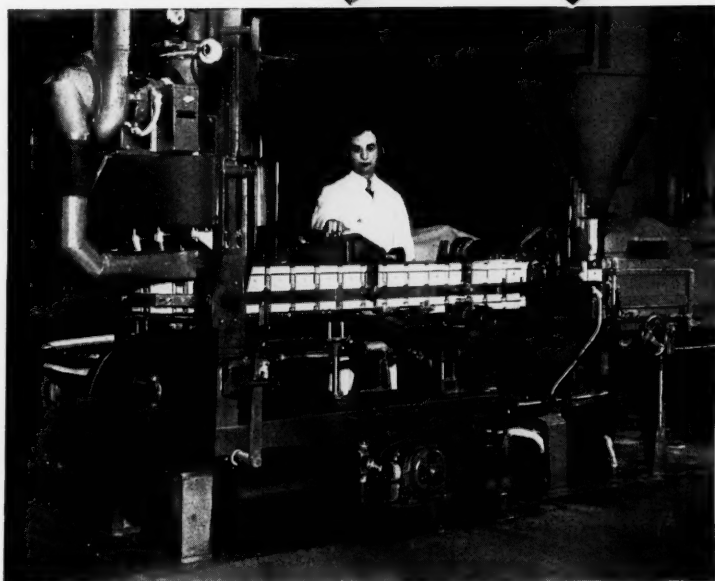
The check weighing operator makes a pencil notation of the proper postage on each package checked and then passes it on to a postage meter operator, who in turn places the proper meter-produced stamps on each container and then drops the containers into postage bags, according to the zone of their destination. Freight and express shipments are similarly handled by this final shipping operator.

It will be noted that while hand operations are utilized at every step in the packaging, (Continued on page 96)



7

ANOTHER NATIONALLY KNOWN PRODUCT PACKAGED ON STOKES & SMITH NEVERSTOP CARTON FILLING AND SEALING MACHINERY



Neverstop Carton Filling and Sealing Machine at the National Biscuit Co.

TIGHT SEAL, NON-SIFT, ACCURATE FILL, HIGH PRODUCTION, SMALL FLOOR SPACE, LOW MAINTENANCE

The Neverstop, as its name implies, automatically feeds the cartons and seals them while in continuous motion so that high speed production is obtained with slowly moving mechanisms.

For materials which should be weighed or require an auger feed, automatic gross or net weight scales give accurate weights and all of the advantages of the Neverstop method of feeding and sealing the cartons are combined with the weighing or auger feed filling machines.

For smaller cartons a made-up bag may be used as a liner, this bag being automatically fed and inserted into the carton before the filling operation and after filling automatically folded into the top seal of the carton to make a tight closure. For larger cartons the liner is taken from a roll and made into the carton before filling.

The Sealing Machines may be furnished for the hand feed of cartons or with an automatic carton feed which refolds the carton before insertion in the carton pocket of the Neverstop.

An extremely tight seal is secured. All of the flaps of the carton are glued and the first wide flap to be folded is crowded over into the fold of the second wide flap as it is being folded down.

Detailed information will be furnished upon request. A sample package will help in specifying equipment.

Write for Information

STOKES & SMITH CO

PACKAGING MACHINERY

PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

Equipment and Materials

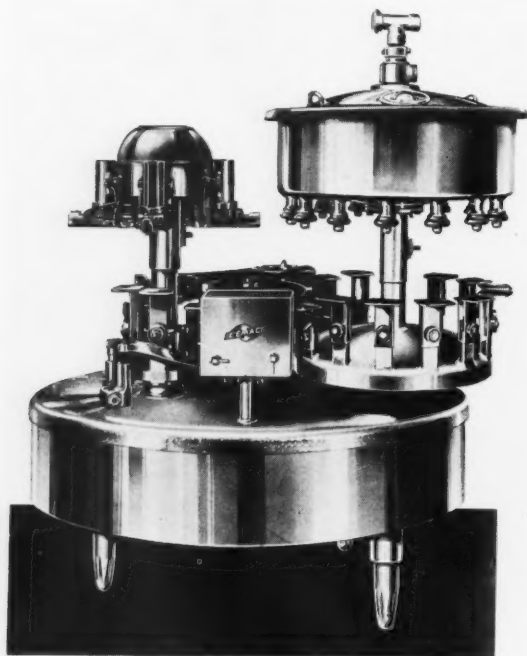
NEW DEVELOPMENTS IN PACKAGING MACHINERY · METHODS AND SUPPLIES

VACUUM MILK FILLER-CAPPER

The Crown Cork & Seal Co., manufacturers of filling and capping machinery for the beverage industry, announces its entrance in the dairy field with a vacuum milk filler-capper to be known as the Cemac, Model 14. The unit is designed with a marked absence of bolted joints, being of streamlined stainless steel construction.

The filling valve is likewise of simple design. It is made of two parts, a stainless steel valve stem and a flexible rubber valve bell which fits by tension over the valve body. Milk flow is controlled entirely by the bottle and can take place only after the bottle lip has raised the rubber valve bell from its seat. Both valve bell and valve stem are readily removable, leaving the filler bowl entirely unobstructed for easy cleaning and thorough sterilization. The machine has 14 filling valves with a capacity of 80 to 90 quarts per minute. The bottle handling mechanism incorporates similar simplicity of design and is claimed to assure perfect timing and trouble-free performance.

The Cemac filling and capping machine is said to work with every type of bottle finish and every type of cap. It is available in right or left hand models.



Filling and capping machine of stainless steel construction.



A new glass stoppered bottle, sponsored by the Carr-Lowrey Glass Co., features a solid glass foot molded in one piece with the bottle itself. Scallop shape design draws the eye toward the label space located just above the center of the sphere. The stopper utilizes a similar scalloped design. Both stopper and bottle are hand blown and are available as a stock item.

DOUBLE-PURPOSE SPRAY SOLUTION

The DeVilbiss Co. has developed a new type of spray solution, known as type DPHS, to meet the special requirements of the carton printing industry. The solution, containing paraffin as an added ingredient, is claimed to contribute to easy forming operations and to prevent scuffing of the ink in the folding, shipping and handling processes. This added quality is claimed for the product in addition to its effectiveness as an offsetting preventative.

The special compounding of the solution to give maximum offset protection, combined with the lubricative qualities of the paraffin would seem to offer advantages to the carton printer. Maximum production speed of the presses may be maintained and spoilage of finished work in forming and handling minimized.

A POWERHOUSE!!



A hundred miles away a dynamo is driven, a thousand homes lighted, a street car run—by the current of the POWERHOUSE!!

Three thousand miles away an adhesive is bought, a new package designed, a million cartons contracted for—by the power-influence of MODERN PACKAGING!!

MODERN PACKAGING is the open current power-line of the packaging world—driving home advertisers' messages, carrying their thoughts and products with flashing speed and directness to a waiting and responsive market.

That's why the hundreds of advertisers in MODERN

PACKAGING repeat!! And why space buyers select it, *and it alone*, as the most direct speedway to low cost inquiries, additional business, and new accounts in the widespread "packaged goods" industries!!

Investigate this powerhouse of packaging now!!

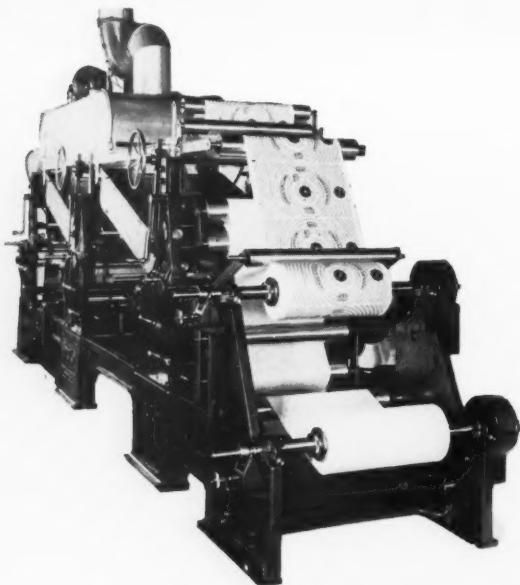
MODERN PACKAGING

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425 FOURTH AVENUE • NEW YORK

also publishers of

PACKAGING CATALOG • MODERN PLASTICS

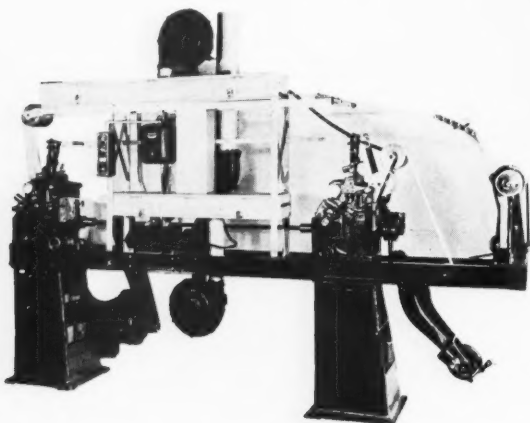


The three-color Hyroto rotogravure printing press is not limited to a fixed size printing cylinder, taking any size from 15 in. to 38 in. in circumference and any width up to 27 1/2 in. and taking rolls up to 26 in. wide. Ink fountains are semi-enclosed, providing against loss of solvents.

COLOR PRINTING PRESS

A new color gravure printing press has been announced by the Rotogravure Engineering Co. which is available in sizes that will print webs from 3 1/2 in. in width to 56 in. The machine may also be had in special sizes.

The unit, known as the Hyroto press, is available for printing as many colors on one or both sides of the web as desired, re-winding in roll or delivering sheets of any size between the minimum and maximum circumference of printing cylinders. The machine takes any circumference printing cylinder from 10 in. to 50 in.



A side view of the two-color press. The unit is equipped with unwinder and re-winder and will print or coat or print and coat any material that comes in rolls from 1/8 in. wide to 4 in. wide. Additional printing units may be added, as well as embossing, perforating, slitting and cutter.

"SEAL-TITE" RING CLOSURE

A new type of lever closure for metal pails and large cans is being presented by the Wheeling Corrugating Co. which offers convenience in opening and closing while, at the same time, achieves a streamlined appearance which permits nesting of the cans for simplified storage and shipment.

Utilization of the "Seal-Tite" ring closure, it is claimed, further permits the use of any one of several types of pouring spouts if desired since the closure is effected around the rim of the container, leaving the top flat and free from obstructions. Once the closure and cover are removed, the material packaged is easily accessible.

The ring closure is claimed to achieve an airtight seal and is available for containers ranging from 1 to 70 gallons in capacity.



The lever of the new "Seal-Tite" closure is here shown in open position. When closed it fits smoothly into the contour of the container and is held locked by the pivoting locking device shown at the left.

NEW DISPENSER

Federal Tool Corp. has announced the development of a new table dispenser for honey and similar viscous products which utilizes the same quick cut-off spring action to achieve a no-drip effect as was used in the original deluxe model offered to the industry over a year ago.

The new model, a stamped unit, is built of aluminum, stainless steel and steel and is claimed to achieve the same efficiency and ease of operation found in the higher priced syrup server at a greatly reduced cost. The unit will fit any glass container using a 53 mm. closure.

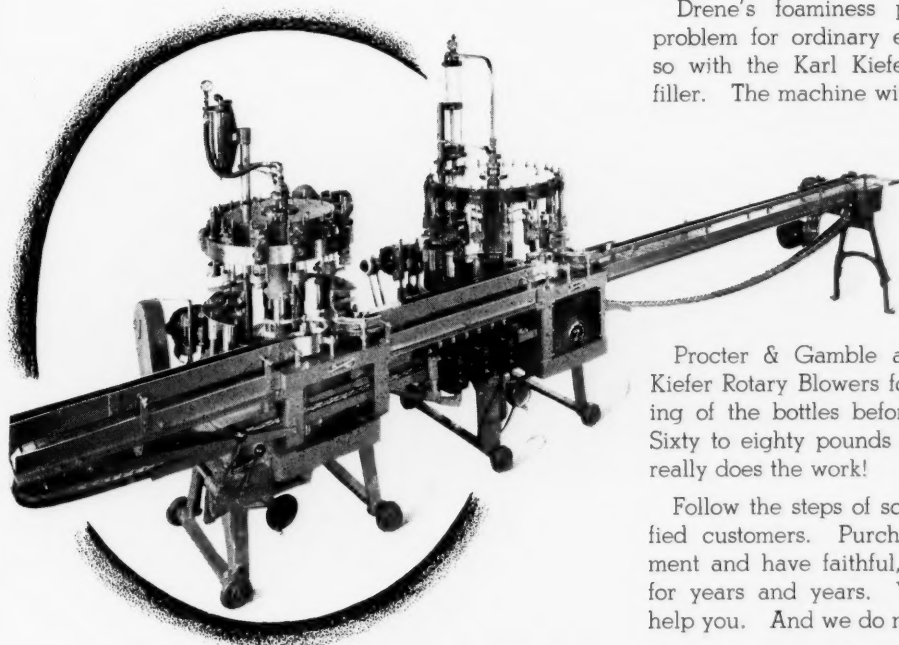
drene

Shampoo
BOTTLES
are cleaned
and filled on
KIEFER
EQUIPMENT

All perfect packages—and—
 economically done! Amazing
 speed with a precision that
 never falters.



Drene's foaminess presents a filling
 problem for ordinary equipment but not
 so with the Karl Kiefer Rotary Vacuum
 filler. The machine without a peer!



Procter & Gamble also depend upon
 Kiefer Rotary Blowers for thorough clean-
 ing of the bottles before they are filled.
 Sixty to eighty pounds of compressed air
 really does the work!

Follow the steps of scores of such satis-
 fied customers. Purchase Kiefer equip-
 ment and have faithful, efficient servants
 for years and years. We would like to
 help you. And we do mean you!

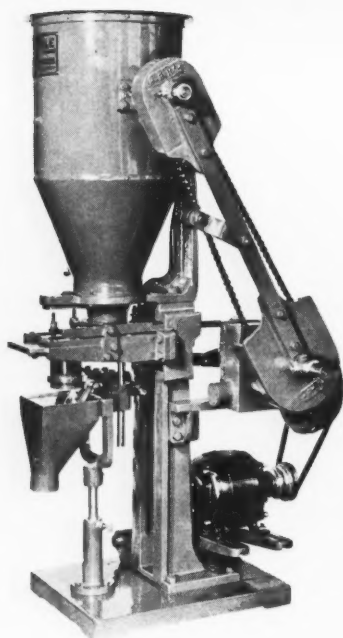
THE KARL KIEFER MACHINE CO

NEW YORK
 BOSTON

CINCINNATI, U. S. A.

LONDON, ENGLAND

CHICAGO
 SAN FRANCISCO



Single cup, fully adjustable volumetric filler.

VOLUMETRIC FILLER

The Triangle Package Machinery Co. is marketing a new single cup, fully adjustable volumetric filler for filling dry materials of various kinds into bags.

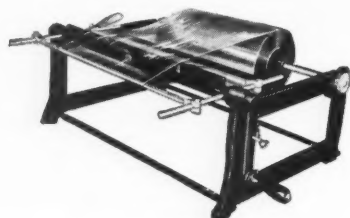
Known as the "All-Purpose" filler, the machine is capable of operating at a speed of up to 40 fillings per minute, handling a range of $\frac{1}{2}$ -oz. to 8-oz. bags. The unit, because of its relatively low cost, is claimed to be popular among the nutmeat packers.

TABLE MODEL SHEET CUTTER

A sheet cutting device for use with cellophane, glassine, parchments, tissues and plain and fancy wrapping papers has been developed by the U. S. Slicing Machine Co.

The device takes rolls up to 24 in. wide and 10 in. in diameter and cuts sheets to any length up to 34 in. The unit is portable and may be placed on any table or bench requiring no wall fastenings or floor attachments.

In use the paper is wound upon a frame made of chrome-



Portable sheet cutting unit.

plated rods which are quickly adjusted to cut sheets of any desired length. The adjustments are calibrated and plainly marked to assure accuracy in cutting. An automatic brake controls speed of unwinding rolls. The rods run in oilless bushings. The model occupies a counter space of $20\frac{1}{2}$ in. by $30\frac{3}{4}$ in. and is shipped assembled for use.

A larger floor model, which accommodates four different sizes or kinds of paper at one time, is also available and, in other respects, is similar to the table machine.



New stock jar of light weight construction.

NEW LIGHT WEIGHT CONTAINER

The Hazel-Atlas Glass Co. has introduced a new light weight container—known as the Modeline jar—which departs from the plain round style formerly accepted as standard in design for such jars. The light weight feature prohibits the use of sharp corners and angles, resulting in a "streamlined" shape which is found to be ideal from the standpoint of both filling and content removal. Further advantages are found in reduced shipping costs and increased resistance to thermal shock. The container likewise embodies a low center of gravity and an ample base, giving much needed stability on the production line, on dealers' shelves and in the home of the ultimate consumer.

A restrained decorative design was selected for its adaptability to the principles of manufacture for light weight containers and because of the manner in which it emphasizes the graceful curve at the base of the jar. Modeline stock jars are available in sizes ranging from $4\frac{1}{4}$ oz. to $48\frac{1}{4}$ oz. in capacity.

**IF YOU HAVE A FILLING PROBLEM
OF NON-FREE-FLOWING PRODUCTS
SUCH AS LISTED HERE—YOU WILL
WANT TO KNOW ALL
ABOUT THE PACKOMATIC
AUGER PACKER**

Drug Powders
Pharmaceuticals
Ground Spices
Flours
Dental Powders
Putty
Plastic Pastes
Cleansing Powders
Poultry Remedies
Malt Powders
Bluing Powders
Chocolate Powders
and many others.

The Packomatic Auger Packer handles a wide variety of products and container sizes. It is simple in design, easy to operate, and rapidly cleaned when changing from one product to another.

It is an inexpensive efficient machine suitable for economical handling of most non-free-flowing powdered products that require force feeding and packing.

Many large and small manufacturers throughout the country are now using Packomatic Auger Packers. These machines are also furnished for gross weighing or volume filling.



**PACKOMATIC
AUGER PACKER**

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

*We will gladly furnish complete detail without obligating you in any way.
WRITE—WIRE!*

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SEATTLE

We also manufacture a complete line of Packaging Machinery, Automatic Net and Gross Weight Scales, Volume Fillers, Carton Sealers, Automatic and Hand Glue Paper Case Sealing Machines. Complete information furnished upon request.

FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THE KALAMAZOO VEGETABLE PARCHMENT CO., Parchment, Mich., has published a booklet entitled "What I Saw at KVP" which comprehensively tells the complete and interesting story of the company's plant, its historical background, its growth and its operations. Though the publication is designed to serve as a guide for the visitor making a tour through the plant, it would seem to make interesting reading for all those who are interested in the story of paper making. Facts about the history, art and modern practices employed in the manufacture of paper are presented in a manner which gives the reader a detailed account of the various operations required to achieve a marketable paper product.

Especially interesting is the history of paper which is traced from its discovery in China about 105 A.D. to the present day. The booklet includes many sketches and illustrations to highlight the story of what one may see at the KVP plant.

DENNISON MANUFACTURING CO. has released a comprehensive bulletin entitled "How to Plan for Your Anniversary" and providing detailed information on methods of promoting and publicizing company anniversaries through the use of seals, tags, displays, calendars and other media. The booklet contains numerous actual samples of seals and tags as used by various manufacturers in anniversary promotions.

A CAMPAIGN, to be known as the "Golden Square Cellophane Pre-Packaging Program," has been launched by Oneida Paper Products, Inc., and the Continental Bag Specialties Corp., New York, N. Y. A pamphlet has been published which details the objectives of the plan—a system of easily setting up bulk foods self-service departments in retail stores—and the methods used in achieving the desired aims. The booklet, entitled "Gold Discovered in America's Food Stores," is divided into two sections, one to the wholesale or warehouse operator and the other to the retail operator. The pamphlet introduces the plan and presents a formula for achieving display-selling of foodstuffs.

THE AMERICAN CAN CO., New York, N. Y., is presenting an educational film on coffee entitled "Jerry Pulls the Strings," which ingeniously utilizes puppets to tell the story. Since the subject matter of the film calls for many scenes in foreign countries as well as excerpts from history and legend, the clever use of puppets serves advantageously in presenting the history of coffee, its discovery, its historical legend and its industrial development.

The film tells the story of young Jerry Spenser, a puppeteer, who proves to his prospective father-in-law, a coffee packer, that even in the business world puppeteering can be an important work by having his puppets tell "The Story of Coffee." The puppets, the



Adjusting puppets for one of the scenes in "Jerry Pulls the Strings."

puppet sets and all costumes and props were built to exact scale and complete motion picture lighting was used throughout. Thus, for what is believed to be the first time, string puppets or marionettes received full advantage of modern motion picture technique. In the historical scenes, every effort was made to reproduce faithfully all details of costume and furnishings.

Although designed primarily for education work in schools, the excellence of the photography, the unusual technique employed and the accuracy in reproduction makes "Jerry Pulls the Strings" an entertaining motion picture as well.

Prints of the film are available in 16 mm. and 35 mm., silent or sound, running for some 40 minutes. Requests for showings should be addressed to the Home Economics Department, American Can Co., 230 Park Ave., New York City.

CELLULOID CORP., New York, N. Y., has published the third edition of its booklet, "Lumarith for Molding," which provides information on the properties and applications of Lumarith as well as information on injection and compression molding of the material. The booklet is well illustrated and contains many charts.

STANDARD CONVEYOR CO., North St. Paul, Minn., has issued a new edition of its catalog "Conveyors by Standard." Various types of conveyor equipment are illustrated as used in many industries and the different types of conveyors detailed.

INCELOID CO., INC., New Orleans, La., has issued a swatch book on its Inceloid transparent sheeting. This material is claimed to be unaffected by temperature changes and is waterproof, greaseproof, airproof, dust-proof and moldproof. It is further said to present an ideal surface for multi-color printing.

Rigid Inceloid is a stiff type and may be used for the covering of windows of envelopes and cartons. Soft Inceloid may be used as a surgical dressing tissue, impervious membranes and special wrappings. Colored Inceloid and the frosted Inceloid are used for color lighting screens and color displays. Silver and iridescent Inceloid are used for decorative and ornamental purposes.

FEDERAL TAX LAW with Explanatory Digest of the Revenue Act of 1938 (Prentice Hall, 117 pages, \$1.00). Contrary to public impression, the Revenue Act of 1938 has introduced a very extensive series of modifications of the old law, particularly modifications affecting the tax problems of corporations. For those whose duties include the preparation of tax returns and for all businessmen who desire an understanding of the effect of the current law on their activities, this new volume should prove of unusual value.

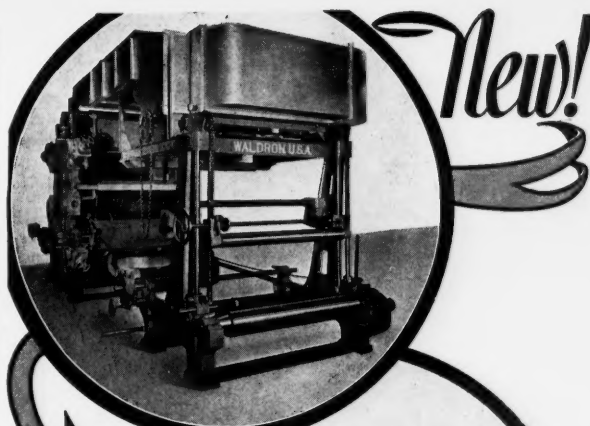
The book contains a complete, extremely detailed explanatory digest of income and other Federal taxes, a Federal tax calendar, a complete copy of the Revenue Act of 1938, a copy of the Estate Tax Act of 1926 with amendments through 1938 and a copy of the law relating to gift taxes. While necessarily complex (in view of the extreme complexity of the law itself), the explanations are as clear and as lucid as it would seem possible, under the circumstances, to make them. The volume should prove a very handy reference text, deserving of a place on every executive's bookshelf.

HAZEN PAPER CO., Holyoke, Mass., has issued a new swatch book on its Congo gold and silver metallic box and label papers. A comprehensive selection of both plain and embossed papers are included in the book.

THE WASHBURN CO., Worcester, Mass., has published a profusely illustrated brochure on its various types of wire displays for counter, floor, wall and window.

THE PACKAGE MACHINERY CO., Springfield, Mass., has issued a folder entitled "Are You in Line for This Saving?" The folder details the savings which may be secured through the use of a bundling machine. Other types of wrapping machines are also detailed and illustrated.

In the May issue of MODERN PACKAGING in the article entitled "International Research for International Salt," a salt package was illustrated as being representative of such packages sold in the Canal Zone. The package shown is representative of packages sold in Panama. Those merchandised in the Panama Canal Zone are similar to packages sold in the United States.



WALDRON *Fluid Ink* PRESS

"the all purpose press"

Available in sizes for handling goods from 30" to 90" widths.

Quickly convertible from engraved to surface printing and vice versa.

Permits superimposing surface prints upon engraved effects when using inks of light base.

Distributes any type of fluid ink—water colors, aniline, pigment lacquer, rotogravure, letter press and surface printing inks.

Particularly adaptable for tandem operations for producing over all decorative effects as middle grounds and job printing for high-lights on container board. May be operated in tandem with board laminator, corrugator, sheeting machine or other board mill equipment.

Extra color frames may be added at any time.

New inter-connecting mechanical drive permits register adjustment without stopping press.

Electric and air drying effected in tandem.

Goods may be festooned or rewound direct.

Write today for detailed description and full particulars

JOHN WALDRON CORP.
NEW BRUNSWICK · NEW JERSEY

Plants and Personalities

NEWS

NOTES

TRENDS

AN ADDITIONAL MEMBER has been added to the board of judges of the All-America Package Competition for 1938 in the person of J. Aird Nesbitt, managing director of Jas. A. Ogilvy's Ltd. of Montreal, Canada. Mr. Nesbitt will serve as Canadian judge, a new post created to provide representation and understanding of the Canadian point of view, in view of the substantially increased number of entries in the Canadian division of this year's All-America Competition.

He is, to quote verbatim his own autobiographical sketch, "A native Montrealer educated at local colleges and at Montreal's McGill University. First job was with family's investment banking business, Nesbitt, Thomason & Co., Ltd. and from there, 10 years ago, transferred to the family's 74 year old department store, Jas. A. Ogilvy's Ltd. (As you can see I am simply the



J. AIRD NESBITT

dumb son of a rich father.) Have written articles for various Canadian publications, including *The Financial Post*, *The Financial Times*, *Canadian Business*, etc. Have spoken before ad clubs and service clubs, Rotary, Kiwanis, etc., pretty well all over Eastern Canada. Lived in London for a while and re-visit England as often as I can afford to. Visit New York several times a year. Have served in various capacities on our local equivalent of your Community Chest. Sit on board of

several welfare agencies and on board of Montreal Repertory Theatre. Served elective term on council of Montreal Board of Trade. Play an unbelievably poor golf game. Favorite sports—sailing a small sloop in summer, skiing in winter. Usually need a haircut. Favorite tippie—Johnnie Walker and water."

The other members of the board of judges are William M. Bristol, Jr., George R. Webber, Vaughn Flannery, Neil McCash, Pauline Arnold and Arthur H. Van Voirs. Full biographical details and a complete announcement of the nature and conditions of the Competition were contained in the August 1938 issue of *MODERN PACKAGING*.

Entries in the Competition close December 17, 1938 and will be accepted only if full and complete information accompanies the entry on the entry blanks provided for this purpose. Such blanks may be obtained by addressing the All-America Package Competition, 425 Fourth Ave., New York, N. Y.

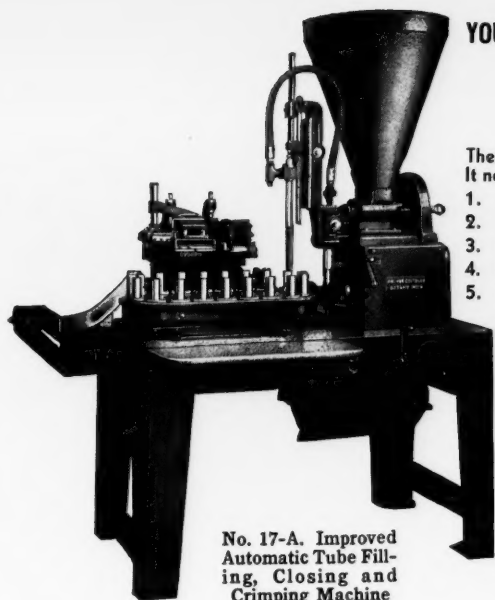
THE NINTH PACKAGING EXPOSITION, sponsored by the American Management Assn., will be held from March 7 to 10, inclusive, 1938, at the Hotel Astor, New York, N. Y. The exposition will be housed on the ground floor of the Astor, in the main ballroom and entrance foyer.

Concurrently with the exposition, the American Management Assn. will sponsor its Ninth Conference on Packaging, Packing and Shipping.

THE WHEELING STAMPING CO., Wheeling, W. Va., has consolidated with the Bond-Penn Tube Co., Wilmington Del. The present Bond-Penn plant has been discontinued and the machinery and equipment is being moved to Wheeling. The Bond-Penn Tube Co. field representatives will be continued.

ANCHOR CAP & CLOSURE CORP., Chicago, Ill., has moved its offices to 360 N. Michigan Avenue, consolidating with its parent company the Anchor Hocking Glass Corp. Operating out of this office and representing both of the companies are G. J. Graham, W. G. Jander, J. E. Bellinger, W. P. Carroll, B. P. Fox and S. R. Nicholson. A. G. Costello and K. K. LeMay are no longer associated with either company.

THE GAYLORD CONTAINER CORP., St. Louis, Mo., announces plans for the establishment of a manufacturing plant in Milwaukee, Wis.



No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

**YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.
TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS**

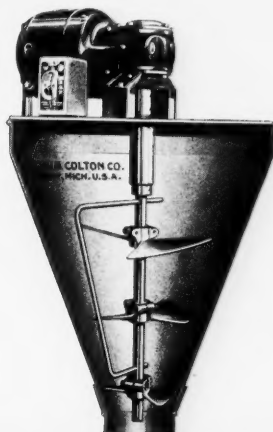
The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.

2602 JEFFERSON AVE., EAST
DETROIT MICHIGAN



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

CAPEM

"for that last fraction of profit"

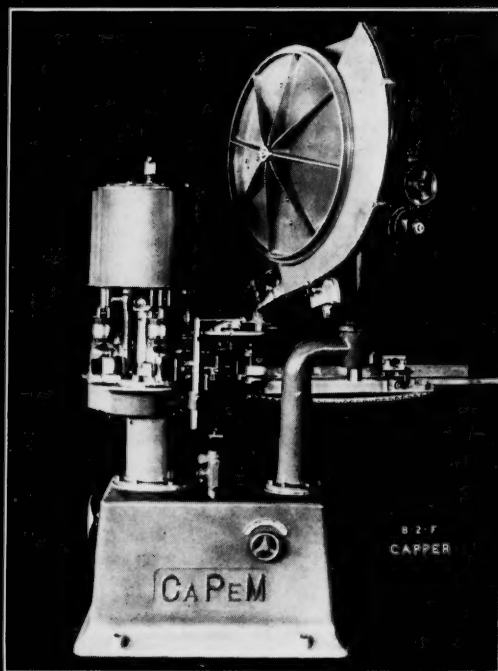
SORTS

FEEDS

APPLIES

ALL TYPES OF CAPS

9 out of 10 items in your medicine cabinet or your pantry shelves are Capem Sealed. The answer is *Economy plus Dependability.*



CONSOLIDATED PACKAGING MCHY. CO.

1400 WEST AVE.

BUFFALO, N. Y.

AMSCO PACKAGING MACHINERY, INC., has installed, in its plant at Long Island City, N. Y., a permanent packaging machinery exhibit and demonstration room in which the company's semi-automatic wrapping and sealing, bundling, sheeting and gluing, bag making and bag sealing machines and its high-speed automatic wrapping equipment are displayed under actual operating conditions. The display room includes an exhibit of packages made or sealed on these machines, representing the work of several hundred companies in practically every package-using industry.



Above: Close-up view of the package exhibit in the demonstration room which is illustrated below.

ALEXANDER F. VOIGT, vice president and treasurer of The Arabol Manufacturing Co., New York, N. Y., died September 27. Mr. Voigt had been actively associated with the company since its inception 53 years ago. John E. Clegg, manager of the Brooklyn plant of the company, died September 24. Mr. Clegg had been associated with Arabol for 20 years.

THE OWENS-ILLINOIS CAN CO., Toledo, Ohio, has appointed George E. Kummerow as Chicago branch manager. Prior to joining this company, Mr. Kummerow was associated with the Continental Can Co. for a period of 19 years.

CELLULOID CORP., New York, N. Y., announces the appointment of Plastic Industries Ltd., as Canadian agents with offices at 637 Craig Street, West, Montreal, Quebec, Canada.

FIFTY YEARS OF ORGANIZED LITHOGRAPHIC progress was the theme of an exhibit held in honor of the Lithographers National Assn., Inc., organized in 1888. The exhibit was presented at the Roger Smith Gallery, New York, N. Y., during the week of September 26 to October 8 under the auspices of "The National Lithographer," trade publication.

ARTHUR R. MORGAN, president of the United States Printing & Lithograph Co., died recently at the age of 70 years. Mr. Morgan had served the company for a great many years, first as attorney, then successively as treasurer, secretary, vice president and president.

CLEVELAND CONTAINER CO. has occupied the entire building at 1428 W. 37th St., Chicago, where its midwestern plant and offices are now located. The three-story and basement edifice provides in excess of 50,000 sq. ft. of manufacturing and loading space.

UNICRAFTS, INC., New York, N. Y., has opened an executive and sales office at 63 Park Row. Telephone Beekman 3-1869.

OLIN D. GRAY, one of the founders of the Lithographers National Assn. and president of the Gray Lithographing Co. died September 2 at the age of 84.

THE TWENTY-FIRST Annual Convention and Buyers' Fair of the National Paper Box Manufacturers' Assn. will be held at the Hotel Astor, New York, N. Y., June 11 to 14, 1939. The exposition, sponsored by the N.P.B.M.A. will be publicized as a Buyers' Fair and supervised by a joint committee of the National Paper Box Manufacturers' Assn. and the National Paper Box Supplies Assn., with Harry Edwin Roden as secretary of the committee and manager of the Fair.

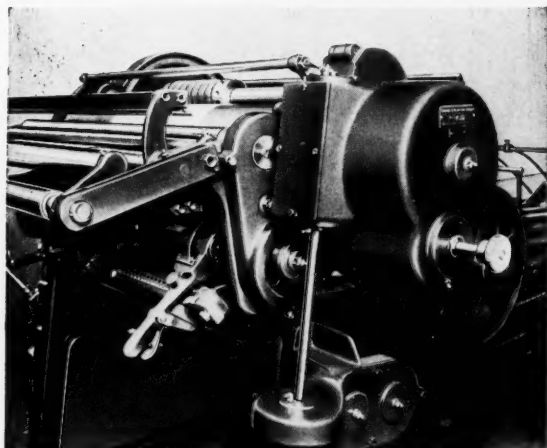
Members of the committee are: Walter E. Trum, E. J. Trum, Inc., William P. Datz, Jr., Datz Manufacturing Co., Harold S. Fuller, Bicknell & Fuller Paper Box Co., Allen K. Schleicher, F. J. Schleicher Paper Box Co., Carl Lambeler, New Jersey Machine Corp., Charles Matthias, Matthias Paper Corp., Arthur Mayer, National Adhesives Corp., William E. Madden, Charles W. Williams & Co., Inc. and William R. Kreeger.

INTERNATIONAL Balsa CORP., a recently formed affiliate of the Lignum-Vitae Products Corp., has established headquarters for distribution of its product in the United States at 96 Boyd Ave., Jersey City, N. J. Mills and kilns of the corporation are at Guayaquil, Ecuador.

The company's product, an extremely light and resilient wood, is, it is claimed, applicable to the protective packaging of certain foods, beverages, yeasts, cosmetics, etc., and as a protective packaging for fragile products such as glass, porcelain, light bulbs, etc.

HILSHER PAPER BOX CO. has moved its offices and factory from Williamsport, Pa., to 254 Schuyler Avenue, Kingston, Pa.

NEW ACCURACY GOALS IN CUTTING TO PRINTED REGISTER

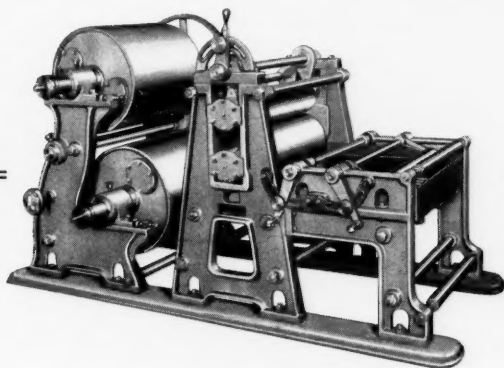


To those leaning on the importance of greater economies thru waste elimination and precision accuracies in "Spot-Sheeting" do we address our invitation to investigate our new

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or **ELECTRIC EYE**.

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. Philadelphia, Pa.



ALL PURPOSE WAXING UNIT

Used by many large producers of wraps and bags to enable a combination of printing and waxing; or printing, waxing and bag conversion; into a single operation.

Furnished complete with drives so that waxer may be set back of printing press or between printing press and bag machine.

Produces an excellent sheet, one or both sides waxed, with perfect control of wax percentages.

HUDSON-SHARP MACHINE COMPANY
Green Bay, Wisconsin

Exact Weight Scales



Shadowgraph

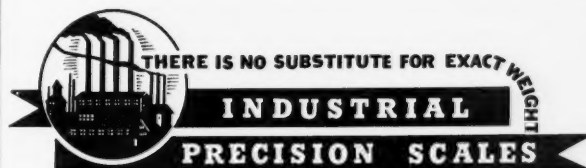
A NEW PRINCIPLE IN WEIGHING

THE Shadowgraph is more than a new addition to the long accepted family of **EXACT WEIGHT Scales**—it is a revolutionary new principle in precision weighing. Shadowgraph substitutes an electric light shadow for mechanical indication to eliminate parallax readings . . . features long travel on the dial for delicate weights . . . dust-proof housing . . . noiseless operation . . . increased speed in modern packaging operations . . . adheres to the Exact Weight scale principle of weighing accurately on rough out-of-level tables.

Shadowgraph is the new standard with which to measure the modern packaging scale.

Write for full details!

THE EXACT WEIGHT SCALE CO.
222 W. Fifth Ave. Columbus, Ohio



THE AMERICAN SOCIETY OF MECHANICAL ENGINEERS has established a committee, or subdivision, on rubber and plastics which will deal with several phases of the rubber and plastics industries, including mechanical applications, research on basic mechanical properties, processing equipment and standards.

The committee will sponsor the presentation of papers at technical sessions of the regular quarterly meetings of the A.S.M.E. A symposium on rubber, comprising four invited papers covering the history of rubber, synthetic substances with rubber-like properties, fabrication of rubber parts and certain mechanical properties of rubber, is included in the program of the next meeting of the society to be held at Providence, October 5-7.

Authors of papers believed suitable for presentation at subsequent quarterly meetings should communicate, at least four months in advance, with Dr. J. F. Smith, Edward G. Budd Mfg. Co., 25th St. and Hunting Park Ave., Philadelphia, Pa., secretary of the rubber and plastics committee, or with the chairman, Dr. F. L. Yertzley, E. I. du Pont de Nemours & Co., Inc., P. O. Box 525, Wilmington, Del.

"THE SYNDICATE STORE MERCHANDISER," trade paper of the "5 and 10 cent" field, announces that it has made available complete facilities for experimental display work for the use of all manufacturers supplying the 5 and 10 cent and \$1.00 syndicate stores with merchandise. A standard dime store display window and a conventional counter, both equipped with all regulation display fixtures, have been set up in "The Syndicate Store Merchandiser's" offices at 79 Madison Avenue, New York, and are open to all interested manufacturers.

DISPLAYVERTISING CO., Easthampton, Mass., a newly formed organization, has been appointed distributors in the display field for the products of the Micacryl Products Co., New York, N. Y. H. Lesnow is president of the new company, L. R. Schroeder, formerly of Creative Displays Division of the American Tissue Co., is secretary.

GEORGE D. ELLIS & SONS, INC., Philadelphia, Pa., manufacturers of tin cans and other metal containers used in the oil industry, has acquired the Myers Manufacturing Co., Camden, N. J., producers of "Labelstick" metal boxes. Administrative functions will be conducted from the Philadelphia offices under the name of Myers Division. Manufacturing will continue at the Camden plant.

A NEW PAPER for tea ball packaging which is claimed to require no perforations is being introduced on the market by the Aldine Paper Co. The patented paper is said to permit the full strength of the tea to filter through, while containing no material or chemicals that are detrimental to the tea. Advantages claimed for this new tea ball paper are elimination of wasted fines in packing and the elimination of sediments in a cup of tea.

I. F. ROBERSON, formerly general manager of the can division of the W. F. Robertson Steel and Iron Co., has been appointed manager of the Owens-Illinois Can Company's new Cleveland, Ohio, office.

TENTATIVE REGULATIONS to apply under the new Federal Food, Drug and Cosmetic Law will be issued early in October according to an announcement made by Dr. W. G. Campbell, head of the food and drug administration of the Department of Agriculture.

It is understood that hearings will be held on these tentative regulations before the issuance of the final regulations. Thus manufacturers will be able to make their necessary package changes—to secure compliance with the new act—toward the end of this year. The law becomes entirely effective on June 25, 1939, and manufacturers will thus have a number of months in which to complete package and label changes.

However, it is probable that the law may be construed to apply not only to goods coming direct from the manufacturer, after June 25, 1939, but also to goods of retailers and wholesalers at that time. Thus it will probably be necessary, in the opinion of those who have studied the act, for actual package changes to be effected many months prior to the June deadline. No doubt a measured degree of leniency will be observed in enforcing such provisions since it is hard to see how manufacturers can be held in any way accountable for the acts of merchants in distant sections who may hold goods on their shelves for a year or more.

The possibility remains, however, that such goods may have to be returned for exchange if not labeled in compliance with the new law after the law takes full effect. Thus it would seem to be a prudent course for manufacturers to make necessary label changes at the earliest possible date and thus to minimize, if not completely eliminate, the quantity of outstanding old-label goods still on dealers' shelves next June.

A number of questions on the extent of the packaging information which will be required remain to be answered. Thus the law demands that the content of the container be stated on the package. It is not yet known whether such content is to be indicated by the metric or English system nor whether such choice of indicating system will be optional with the packager. Another question deals with the designation of the address of the manufacturer. Producers, operating a number of factories scattered in various cities, will wish an early determination of the ruling on this point.

A number of alternatives would seem to present themselves and it is not yet known just which of these the administration will select. It is possible that home office addresses will be permitted. Another possibility would require or permit the use of multiple addresses so that a single package might be packed at any point indicated on the container. The most stringent regulation would require a different address for each factory operated. A further point for determination is whether the administration will require exact street addresses of manufacturers or whether the present custom of pro-

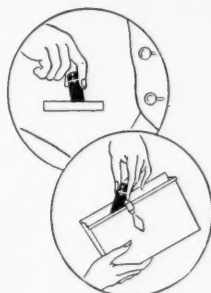
Use a practical *Hycoloid* unbreakable container



Scores of manufacturers use vials like these because of their

"POCKET-OR-PURSE"
sales-appeal.

They are SAFE to use because they survive accidents—They do not break!



There is real sales-appeal in Hycoloid containers. Made in any colors you specify, labels applied during process of manufacture, they offer smart, attractive, featherweight, sales-building—

VIALS—JARS—SPECIALTIES

Submit your packaging plans to our Container Designers, for additional suggestions. No obligation.

HYGIENIC TUBE & CONTAINER CO.



42 Avenue L,
Newark, N. J.



METAL EDGE *the Packaging Method*

Extremely significant, in the statements of those using the Metal Edge method of packaging, is the emphasis put on the merchandising value of Metal Edge boxes. Thus Mossberg, when operating three shifts a day to meet demand, gave a share of the credit to their handsome new packages.

And not only do Metal Edge boxes offer opportunity for effective promotion: the packaging method itself often saves time, space, labor and money.

Do you fully understand the Metal Edge packaging method and all it might do for you? Ask to be put on our mailing list for the periodical, METAL EDGE PACKAGER.

You'll find the PACKAGER chock-full of practicable ideas. There is no charge.

NATIONAL METAL EDGE BOX CO.
334 North 12th Street, Philadelphia
Strongest Paper Box

viding address by city or town name alone will be permitted to continue.

The question of the exemption of cosmetics in the 1-oz., 2-oz. and 3-oz. sizes from designating weight or volume on the package is still unsettled and may come up at the hearing on the regulations.

THE INTERNATIONAL MAILING TUBE AND Wrapper Co. has announced the development of a new mailing carton, known as the "Triplox" book mailer, which is specially designed for the mailing of books and other similarly shaped flat objects. Patented corners are provided in this mailer to afford a high degree of protection to the most vulnerable corner and edge points of the product shipped.

The mailer is reversible and may be turned inside out for re-use. This feature, it is claimed, proves of particular advantage when goods are sent on approval, since the return address label may be printed on or attached to the inside of the device and thus insure the proper addressing of return merchandise.

The mailer stacks flat prior to being set up and requires no twine, tape or other fastening devices. They are available in any desired size and may be had printed in colors to suit requirements.

THE AMERICAN EXCELSIOR CORP. has placed upon the market a protective packaging material known as Protex pads, available in some 4980 different size and thickness combinations. The pads may be had in 85 different lengths, ranging from 6 in. to 90 in. and in 16 widths from 3 in. to 18 in. Each size is available in six different thicknesses.

The pads may be had in any of three types of fillings—excelsior, wood wool or shredded paper. For most heavy duty service, pads are filled with excelsior, manufactured from seasoned, selected timber. For highly finished or otherwise delicate products, pads filled with wood wool are provided. Shredded paper fillers have been devised to meet the special requirements for cleanliness and sanitation of certain products while, at the same time, providing a less expensive protective material. The pads are not ordinarily made with sealed ends, but such sealings may be had when it is necessary to avoid sifting, at a slight price premium.

It is claimed that the use of Protex pads frequently cuts down the net shipping costs substantially by making possible the reduction of shipping package size while providing fully adequate protection.

The company has also announced a new bottle wrapping material known as Protex wrappers. In addition to providing very substantial protection against initial breakage, it is claimed that these wrappers will absorb the contents of any bottles which may be broken in shipment or handling and thus prevent the damage from spreading and destroying the labels, cartons or other package parts of the rest of the items enclosed within the shipping container. The wrappers, in absorbing the contents of the broken bottle, swell up and retain the tight pack which is essential for protecting the remaining unbroken packages.

BELT LINE OPERATIONS

(Continued from page 80)

inspecting and packing processes, these operations have been carefully integrated through the use of the two belt conveyors in a manner that permits a constant flow of supplies and of processed packages. The belt conveyors, thus utilized, serve to eliminate tie-ups at any point in the process which would result in the growth at such point of an oversupply of either materials or partially completed packages.

The system, however, remains extremely flexible and it is possible, by increasing the speeds of the belts or by increasing or decreasing the number of operators utilized, to adjust production to the requirements of any single day or of any season.

Credit: Mathews Conveyer Co. for the conveyor installations.

A MILLION FREE ADVERTISEMENTS

(Continued from page 32)

use cartons bears the cross advertising message, listing the company's other products.

In planning the new packages, the company experimented with a number of construction designs to permit either easier identification of the products or greater convenience in use. The sharp-edged nature of the product itself caused the abandonment of any hope of providing visibility through the use of transparent windows. Experiments were also conducted with perforated spouts, designed to permit the user to pour the nails from the carton as required. This construction was likewise abandoned as impractical. Since each carton size was intended to be utilized for a dozen or more different types of nails and brads, a spout suited to one type or size was found, on experiment, to provide difficulties when another type or size was introduced.

The hope of achieving such convenient features was therefore abandoned and concentration in the design was placed on the achievement of cross advertising and display values. In this respect, the combination of the triangular trade mark and the horizontal black panels identifying the product as "wire brads" or "wire nails" provides a dynamic action feature in the form of an arrow which permits of novel use of the container in various positions to form unusual and novel display.

The company reports that dealer interest in the product has been heightened since the introduction of the new containers—and increased utilization of the cartons in display has been notable throughout the trade.

Credit: Package designed by Clarence P. Hornung. Carton manufactured by the Container Corp. of America.

"DOMESTICATED" WINE BOTTLES

(Continued from page 44)

bottles, bright white labels stand out effectively and provide unusual visibility for the red and gold lettering of the brand names. Rising behind each white circle is a red streamer with a gold dot at its upper end, forming a beacon-like identifying symbol for easier recognition of the product. This red streamer at the same time serves to provide a vertical element in the design to counterbalance the tendency of the horizontal stripes on the bottles toward giving the containers a squat effect.

The white note appears again in a series of protective viscose closures which extend far downward over the necks of the bottles. The necks themselves are somewhat broader than those of the traditional wine bottle, making for easier pouring, and are, of course, equipped with modern closures.

The new containers have already achieved a fairly wide distribution on the West Coast and the company reports an extremely enthusiastic reception for them on the part of both dealers and consumers.

Credit: Designed by the Owens-Illinois Pacific Coast Co. in collaboration with McCann Erickson, Inc. Containers made by the Owens-Illinois Pacific Coast Co.

NO PREMIUM FOR THIS BOTTLE

(Continued from page 48)

design scheme of those of the standard Old Mr. Boston line but are adapted to the shape of the panel provided by the new decanter. Back labels, however, are utilized for the following ingenious merchandising copy, "Two reasons have influenced me to bottle my whiskey temporarily in this expensive decanter. First, to express thanks to regular users by presenting them with this striking decanter. Second, I believe this beautiful bottle will attract new friends who, after once enjoying the soft smoothness of my whiskey, will join thousands of regular patrons. Frankly, I am offering this special bottle for a limited time and its sale will be discontinued

**GOT A NEW PRODUCT
YOU WANT TO PUT ACROSS?**



HERE'S WHAT O'CEDAR DID

To insure volume acceptance of their two new Glass Cleaners, "O-Cedar" and "O-SO-EZY," the O-Cedar Corporation included Federal Sprayers in their merchandising plan.

Type RB was selected for their higher priced "O'CEDAR" package; and type SDS for their competitive priced "O-SO-EZY" package.

Both items have been accepted by MRS. America and the sprayers are insuring repeat business on the cleaner.

Why not ask **FEDERAL** to submit either Sprayers or Dispensers for **YOUR PRODUCT?**

NO CHARGE—send us your container and product.

FEDERAL TOOL CORPORATION
Specialty Division
400 North Leavitt Street, Chicago, Ill.

without notice. (signed) Old Mr. Boston. P. S. It makes an admirable gift!"

The product is available to the trade and thus to the consumer at standard prices applying throughout the year to the company's regular gift packages. An effort has been made to eliminate all of the usual Christmas doo-dads so that if any decanters happen to be in the dealer's hands after the holidays, they will not be branded as merchandise designed exclusively for Christmas and thus unsaleable in January.

The merchandising plans of the company call for full color national magazine advertisements and local newspaper advertising, supplemented at point of sale by means of a specially created counter display. Here a sturdy construction is utilized to place the decanter itself on a platform, giving the impression of its being nestled in a soft pillow. Selling message appears on a lithographed panel in back of the decanter.

Credit: Bottles and stoppers manufactured by the Whitall-Tatum division of Armstrong Cork Products Co., Corks by the Mundet Cork Corp. Labels by the Stetson Press. Gold discs by the Dennison Manufacturing Co., Counter display produced by The Forbes Lithograph Co., Package and display designed by Ben Burk, Inc.

NEW VEAL WRAPPING METHOD

(Continued from page 39)

each side of the carcass. The quality identification is stamped in edible ink. The strips remain on the meat after it has been cut and they carry on through to the housewife's kitchen.

The merchandising of high grade veal to the dealer is aided by the printing of brands on the cotton wrapper. The large refrigerated rooms where dealers go to buy their veal are much more attractive when the rooms are filled with clean veal in clean looking white wrappers. No hands but those of the original processor have touched the meat. No smudges or smears have marred its attractiveness to the buyer.

Even the indecision and "shopping" among some wholesale buyers in their choice of veal is disappearing under the new method. The retail meat dealers have been quick to recognize and appreciate the service performed for them and have come to have faith in the uniform quality of these brands. Their experience with the meat in their markets is bringing this about. They're finding the Saniseal wrapper not only a protection for themselves, but an effective and strong retail sales aid. The same points of freshness and attractiveness which led the dealers to buy more Saniseal-Wrapt veal are leading housewives to buy more from dealers.

When the Saniseal-Wrapt method became an established success in connection with the distribution and sale of veal, the company applied it to lamb with surprisingly satisfactory results.

Lamb was never marketed with the pelt on, so there

was no problem of replacement of that protective method as in the case of veal. But lamb had problems of its own. The wrapping used generally in the industry was, as in the case of some veal, an ineffective stockinette. The stockinette served to keep the meat cleaner than it otherwise would be after a long shipment, but also as in the case of skinned, stockineted veal, was of no help in maintaining the freshness of the meat. The Saniseal-Wrapt process was and is a great improvement over the original stockinette.

Thus the new method of preparing meat for shipment insures freshness, sanitation and original flavor to a far greater degree than was before possible. Dealers are reported to have gained materially through the stopping of losses due to darkening and drying out.

As a more or less unexpected by-product of the package change, the cotton producers have found a sizeable and growing outlet for their product in packaging. Swift has to date used nearly 5000 miles or more than 8,000,000 yds. of cotton cloth on Saniseal-Wrapt meats. Eventually the company expects to use about 20,000,000 yds. or 7,500,000 lbs. of cotton cloth per year.

ENAMEL IN A BOTTLE

(Continued from page 35)

of square feet and the corresponding size area which the paint contained within the bottle will cover. For instance, the 70 sq. ft. size carries a sketch of an area 7 ft. by 10 ft. The line is comprised of coverage sizes which closely correspond to average needs.

The label is white and green with the latter color being selected because of its harmony with any of the colors in the line. Because a wet color, as viewed within the glass, varies from the same color when it is applied and dry, the color is sprayed on the outside of the glass. There are 18 colors and black and white in the line and a display of the product introduces rainbow brilliance wherever it is placed. Using a glass container and spraying the color of the contents on the outside of the bottle not only results in an attractive package which magnetizes the attention, but one with an eloquently mute testimony for the product. Logically, if this finish will adhere to glass, it will be ideal on any other surface.

A convenient screw top (black to match the black band on the label under the word "Colfanite") that is easy to open and close eliminates the old fashioned and mussy hammer-screwdriver methods. The liquid is easily poured into a measuring container which is furnished free or into any container which the user may have on hand. The cap is put back on the bottle and the contents kept fresh and ready for use at a future time. This is quite a change from the ordinary method of daubing the brush in and out of the can, during the painting process, and probably contaminating the contents with dust or dirt. The graduated measuring cup is also useful in achieving a pastel by blending a proportion of white with a color.

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Displays at the point of sale prominently feature the attractive package. A display and merchandise cabinet is furnished free with the initial order from a dealer. This is a fixture 21 in. wide, 48 in. high and 13 in. deep and it may be used in the dealer's window or on his sales floor. The cabinet provides space for stock in a readily accessible position and the prices are all visible. The display piece which fits on the top of the cabinet shows properly finished samples of wood and linoleum.

Permanent demonstration booths at the larger western department stores figure prominently in the marketing plan. Arrays of the different type of package help to make these booths veritable spectrums which add life to the entire department as well as to gain acceptance for the demonstrated product.

Credit: Labels by the Far West Lithographing Co. Bottles by the Owens-Illinois Glass Co.

DESIGN ANALYSIS THAT "WORKS"

(Continued from page 41)

the most delicate silk and woolen fabrics. Here it was decided that the basic appeal would be found in a restrained, dainty and delicate treatment, designed to emphasize the quality and safety provided by the product. A marine blue and silver gray color treatment and a definitely feminine style of lettering were utilized. The back panels contain no exciting cartoons and blurbs but, instead, utilize simple line drawings plus a statement telling what the flakes are, what they will do and how to use them.

"A similar analysis of instincts and selling arguments for Red & White Wheat Flakes brought us to the conclusion that since wheat is the staff of life, an appeal to people's desire for health and energy might 'ring the bell.' The best known brand of wheat flakes makes this same appeal in a little different manner with action pictures of athletes, baseball stars, football players, etc., incorporated into their package design.

"Almost daily we discover some new selling appeal that can be dramatized on our packages and labels. When we discovered it is Italian flavor that people want in spaghetti, we lost no time in developing a new design using part of the Italian color scheme in addition to a chef, unquestionably of Roman extraction. This new spaghetti label has had very good acceptance. While it is difficult to state definite sales increase figures as a result of any redesign, a conservative estimate would show our spaghetti sales up 20 per cent.

"There was nothing particularly wrong with our solid red and blue Super Soft Toilet Paper label design. It was pretty enough. But the same toilet paper packed under our new design sells faster because its white background suggests cleanliness and purity, in addition to softness.

"Consequently, as a safeguard against grotesque overemphasis of the wrong things, we find analysis of human

nature in conjunction with analysis of selling arguments of the product in order to determine the best selling appeal, the most scientific and practical method of designing packages that sell."

No doubt many who have been confronted with design problems might well exclaim that "there is nothing new to this. We people do exactly what these or anyone else would do." Such a statement would be very largely true, for the difference, if any, between this company's method of design and those of others, lies mainly in the fact that here the method has been systematized and consciously analyzed. The things that others do "as a matter of course" have here been done as steps in a thorough-going routine, designed to bring out every latent possibility for adding appeal to a package which might otherwise be overlooked.

While, of course, numerous other factors undoubtedly affect the sales success of any product, such systematization of design analysis—whether utilizing this particular chart or any other check list—should prove of definite aid to any manufacturer who is repeatedly confronted with design problems in the process of developing a changed line to changing marketing conditions.

BIRTH OF A BOX WRAP

(Continued from page 34)

the use of the three-dimensional photographic effect, it was possible to utilize the simplest of set-up boxes—which though well constructed are inherently inexpensive—and yet to achieve effects far superior to those which might be obtained at far greater cost had any of the earlier designs been chosen.

Brightness was assured by the use of a strong background of traditional Christmas red and further emphasized by the whiteness of the script lettering and of those portions of the design which were rendered in white. Greens, blues and yellows were utilized to color and emphasize certain parts of the cut-out figures and the dark spots on the entire wrap were restricted to the shadows which the photographer had achieved in securing and emphasizing the three-dimensional effect.

It was found that the packages made up with these box wraps provided not merely the attraction value and the conformity to general display plans which, with low cost, had originally been sought, but also another factor of major importance to a busy store. This consisted of a speeding-up of the production process because of the simplicity of the completed package, to a point where deliveries for this year have been made to the store within a period of only twelve weeks from the time when the design was originally started—a period far shorter than any previously attained.

Credit: Box wrap lithography by the Stecher-Traung Lithograph Corp.



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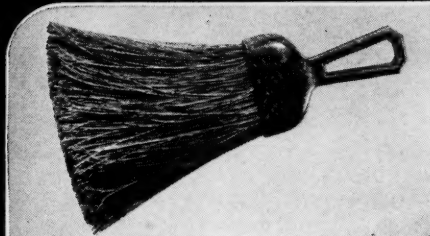
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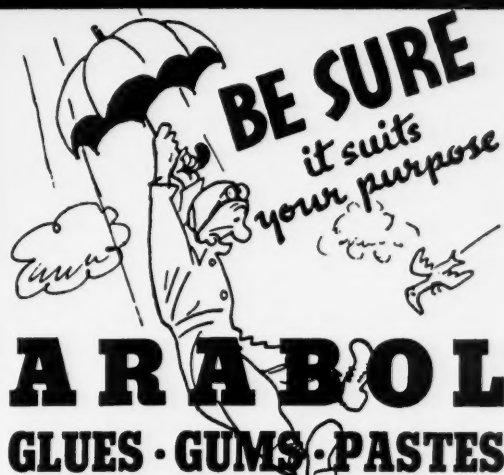
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